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WHAT N.Y. REGULATION 39 HAS DONE IN ITS FIRST YEAR

Report On Financed Life Insurance: Abuses Curbed, Sales Volume High

By ROBERT B. MITCHELL

NEW YORK—Nov. 1 will mark the first birthday of New York's regulation 39, the set of rules aimed at curbing the abuses that arose in connection with the sale of financed life insurance, also known as bank loan and minimum deposit.

What have been the effects of these restrictions? Have they actually reduced the evils to a negligible quantity? Have they had unfortunate side effects in killing financed insurance

sales that would actually have been in the buyers' best interest?

Inquiries here in New York indicate that regulation 39 has done an amazingly good job of checking the abuses without operating to prevent any great number of appropriate prospects for financed insurance plans from buying them.

The main thing the regulation did was to deny companies the right to issue special policies on which virtually the entire first loan value could be borrowed at the time of sale, unless

the company did the same on its other comparable policies. What had been happening was that the full first-year cash value policy made it easy to acquire a large program of life insurance with very little cash outlay.

The big advantage to the buyer was that he could take a tax deduction on the policy loan interest. The advantage didn't amount to much unless a man was paying about 50% of his net income in taxes, but the minimum deposit plan was being sold to many

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Ordinary Sales In Sept. Up 1%; Total Purchases Gain 2%

Ordinary sales of \$4,031,000,000 in September represented an increase of 1%, while sales of all types of life insurance amounted to \$5,585,000,000, a gain of 2%. Ordinary sales for the first nine months totaled \$38,054,000,000, for only a nominal percentage change and a dollar decline of \$67 million. Total sales for the nine-month period were \$52,579,000,000, up 3%. The ordinary nine-month figure includes \$407 million in 1960 and \$511 million in 1959 under individual policies written on groups of persons.

Group sales in September were \$1,004,000,000, an increase of 9%, and for the nine months were \$9,371,000,000, a 23% gain.

Industrial sales for the month totaled \$550 million, down 2%, and for the nine-month period were \$5,154,000,000, virtually no percentage change and a dollar decline of \$8 million.

N. Y. Managers To Honor Raymond Harris, Hear Talk By Robert Dineen

NEW YORK—New York City Life Managers Assn. at its annual dinner Dec. 12, will honor Raymond Harris, who recently retired as New York deputy insurance superintendent and chief counsel.

Speaker will be Robert E. Dineen, vice-president of Northwestern Mutual Life. Mr. Dineen was invited to speak because he was superintendent of insurance at the time that Mr. Harris was advanced to the position he held at the time of his retirement.

The dinner will be at the Hotel Commodore and was timed to take place during the week of the Life Insurance Assn. of America and Institute of Life Insurance annual meetings here.

Midland Mutual Life's man of the month honors for September were shared by Philip Fass, Los Angeles, and Thomas E. Grieg, Minneapolis.

GLENN TELLS MANAGERS

Keogh Bill Without Treasury Hobbles Backed By Smathers

NEW YORK—Sen. Smathers, who was floor manager of the Keogh bill in the Senate, has indicated support of still another version of this type of legislation, one that would avoid the restrictions sought by the Treasury department, Henry R. Glenn, general counsel and treasurer of Life Insurance Assn. of America, told the



Henry R. Glenn

New York City Life Managers Assn. at a luncheon meeting.

This version basically would be the original Keogh bill, amended so as to require that any self-employed person desiring the benefits of the bill for himself would also have to provide certain minimum pension benefits for his employees. Essentially, the self-employed would be required to contribute two dollars in order to receive a tax deferment on a dollar. Also, those with three or more employees would have to contribute at least 5% of the compensation paid or accrued to them in the taxable year.

Treasury Objections Expected

Since this would differ from the Treasury approach, it would be only natural for the Treasury to seek something more nearly along the lines of what it was asking earlier, which would have integrated the self-employed plans and the owner-manager corporate plans, said Mr. Glenn.

At this point it is impossible to predict what will happen to the Keogh type of legislation, designed to give the self-employed some of the tax advantages now enjoyed by corporations having qualified pension plans, said Mr. Glenn, but it is safe to assume that

(CONTINUED ON PAGE 19)

Members Of 6 MDRT Committees Named

Appointments of six committees of the 1961 Million Dollar Round Table have been announced. Chairmen are as follows:



James B. Irvine Jr.

vice-chairmen.

Nominating—Adon N. Smith II,
(CONTINUED ON PAGE 19)

HIA Individual Forum Hears PR's Vital Importance

Chicago Meeting Has Panel On Senior Citizen Noting This And Other Aspects

The senior citizen can be written safely; he should be considered as just another line; both small and large companies can successfully compete for his business; he may be written either as part of a group or individually—but companies must understand the public relations aspect to the whole problem since this is the only way to stall off government intervention into the health business.

Neal Sums Up

These were the general summations made by Robert R. Neal, general manager Health Insurance Assn., as he wound up HIA's first general session of the annual individual insurance forum meeting in Chicago. Mr. Neal was moderator of a panel on the senior citizen that consisted of Louis C. Morrell, executive vice-president Continental Casualty; W. Sheffield Owen, vice-president Life of Georgia; D. D. Ulfers, executive vice-president Mutual of Omaha, and William DeV. Washburn, president American Health.

The weather outside had a distinctly autumnal nip to it, but speakers quickly warmed to their task and the record audience (some 435 were registered) was made quite comfortable as a great number of comments and sug-

(CONTINUED ON PAGE 13)



Four officers of American College and American Society of CLU are pictured together during time capsule ceremony in the college's and society's new headquarters building at Bryn Mawr, Pa. Ceremony also included an announcement that the new building will be named Huebner Hall, in honor of Dr. Solomon S. Huebner, president emeritus of American College, second from left. From left are Davis W. Gregg, president of the college; Dr. Huebner; Paul F. Clark, chairman of the college and of John Hancock, and Paul S. Mills, managing director of the society. Representatives of major insurance and educational institutions presented documentary records for the time capsule which will be sealed in the reception foyer of Huebner Hall until the year 2010. Story on page 2.

A&S Plans Shown At Colonial Annual Of Combination Units

Colonial Life, at its annual business conference for the combination department, introduced new personal A&S plans. Donald J. Moe, 2nd vice-president, personal A&H, discussed the new "Protector Hospital Policy" and a new dependents hospital and surgical rider.

The hospital plan can be offered on an individual and family basis and is guaranteed renewable for the life of the insured and his wife. It provides coverage for dependent children and is renewable for them to age 23. The policy includes an option for surgical benefits in or out of the hospital, or in-hospital care. The plan also contains a diagnostic benefit for treatment performed outside the hospital.

Loss Of Income Covered

The dependents hospital and surgical rider may be added to Colonial's "Income Protector" A&S policy. Through the use of the rider, the insured can be covered for loss of income and provide his family with hospital-surgical benefits. The entire package is guaranteed renewable to the insured's 65th birthday except for dependent children who are continued to age 23.

Mr. Moe introduced Russell C. Ortman, director of personal A&H sales, who showed new sales promotion material.

Other speakers during the three-day (CONTINUED ON PAGE 19)

Aged Health Needs Are Falsely Deduced From Income Figures

Everyone has a sure-fire solution to the problem of old age medical care; but no one is certain what the problem is. This was the opinion offered by George F. McDonnell, executive in charge of the commercial and independent plans divisions of Continental Casualty, in a talk at the October meeting of Cincinnati Assn. of A&H Underwriters.

Mr. McDonnell said that in view of the conflicting evidence in circulation about the actual need of the aged for any government-sponsored health plan, it would be advisable to proceed with caution in this field. In particular a critical look should be taken at the main argument for government intervention—that since 60% of the aged have incomes of less than \$2,000, it may be assumed that these people are unable to pay their medical bills.

By the same token, 47% of the nation's people have no income at all, including the wives of some company presidents, he said.

A better indication of the ability to pay might be found in the present experience of hospitals with unpaid bills (the aged do better than any other group), in the amount of liquid assets available (the aged are again first and their lead is widening,) or in the attitudes of older people (in one survey 80% said that if they got a \$500 medical bill the next day, they could pay it in cash).

In closing Mr. McDonnell predicted that in the coming decade pressure groups would continually try to extend present A&S legislation. He also saw a further growth in private plans, especially in the area of automatic continuance and convertibility.

400,000 Policyholders On Magnetic Tape

Achievement of automation for all of the functions in the processing of ordinary life policies by Continental Assurance was announced to the Chicago press last week at the company's home office by Joseph W. Glynn, vice-president and comptroller. Continental is laying claim to the distinction



Barbara Seward pauses in chore of keeping track of the magnetic tapes used to maintain the Continental Assurance data processing system. Only 150 of the tapes, consisting of four "generations" of operating data and supplementary input information, are used to process the company's 400,000 ordinary life policies. The rest are specialized tapes used in year-end statements and for actuarial research of mortality, claims, premium and other studies.

of being the first company to achieve 100% electronic data processing, which means that all matters having to do with any of its 400,000 ordinary life policies are now handled by automation. Hundreds of combinations of possibilities for the 900 or so plans of insurance are all handled from a single source area.

Explains Notable Feature

Mr. Glynn explained that the notable feature of Continental's move into EDP was that it was accomplished at a single stroke rather than by "phasing." Most companies going into the big magnetic tape IBM 705 program start by transferring some single part of their punch card operations to magnetic tape, usually beginning with such

simple items as billing or policy loans, then converting more and more of the operation as time goes on, but Mr. Glynn pointed out that, so far as he knows, no company has gone the whole way—that is, put every possible policy transaction on magnetic tape so that there are no punch cards left. That is what Continental has done, all at once.

It took two years to make the transition, Mr. Glynn said. The tape and card systems were run side by side for 12 months to make sure everything was working smoothly. During this time a number of mistakes in the old system were uncovered and straightened out. Even after the switch was made to the tapes, for several months the card program was maintained as a safety measure, but now the tape reigns supreme.

Could Double Load

Reporters, who were treated to a delicious luncheon in Continental's new handsome officers' dining room, were told that the company could double the number of policies in force without having to add any clerical manpower, although the machines would have to be worked an extra shift. Fifty thousand new policies could be put on and it would require only 90 more minutes of running time on the tapes.

Despite the presence of an IBM representative, Mr. Glynn retained a sense of conservatism about what EDP can do. The machines are fast, but the programming is slow. It takes time to get "this hardware" ready to produce an answer, he said.

President Howard Reeder was host at the luncheon and spoke briefly about the frustrations Mr. Glynn and his staff underwent during the two years it took to get ready, officially, to push the first button. He said the 705 installation will permit Continental to grow without the pain that growth has caused before.

Castro Seizes Insurers

Among 166 U. S. enterprises "nationalized" by Premier Castro of Cuba this week there are reportedly 30 insurance companies. Following prior seizures of enterprises in Cuba, and up to this week's action, U. S. insurer interests had indicated that they had no specific knowledge of the status of their operations in Cuba.



The key to the electronic data processing installation at Continental Assurance is the control console being worked by Albert Lambert, director of data processing, right. At left is Joseph W. Glynn, vice-president and comptroller, who directed the two-year transition from the old punch card system. In center is S. Charles Corte, assistant comptroller.

New CLU Building To Be Named After Dr. S. S. Huebner

The new home of American College and American Society of CLU in Bryn Mawr, Pa., will be called Heubner Hall in honor of Dr. Solomon S. Heubner, founder of the CLU movement and president emeritus of American College, it was announced during a time capsule ceremony at the campus site.

Paul F. Clark, chairman of the college and of John Hancock, presiding officer at the event, said, "It is appropriate that this building should help to perpetuate the name of that great teacher who has given so much of himself to education and insurance. His writing, teaching and inspirational leadership are symbolized by the beauty and dignity of this building which bears his name."

Over 100 guests witnessed the ceremony, as representatives of major insurance and educational organizations deposited documents in the copper time capsule. Some of the documents will be microfilmed before being sealed in the container, which then, in turn, will be sealed in concrete and housed in the reception foyer of Heubner Hall until the year 2010.

Articles presented for the time capsule included the September, 1960, issue of Journal of Insurance, the 1960-61 catalog of American College, the current edition of CLU Journal, the 1960 Life Insurance Fact Book and a set of color slides showing the progress of construction of Heubner Hall.

Among the guests at the ceremony were members of the newly-appointed National CLU Development Council. The council, organized this year to raise money for the CLU development fund, met the day after the ceremony to plan a program through which CLUs and friends of the movement may help underwrite the mortgage on the hall and finance the college's expanding educational activities.

Representing the council at the time capsule ceremony, William H. Andrews Jr., chairman of its executive committee and past president of American Society of CLU, presented a portfolio of newspaper pages submitted by council members from recent issues of their local newspapers. Each page, with the council members name on it, will be microfilmed for the capsule.

Quincy Life Assn. Meets

Highlight of the October meeting of Quincy (Ill.) Assn. of Life Underwriters was the review of Napoleon Hill's book "Think and Grow Rich" recorded by Earl Nightingale. Richard A. Hobbs of Miller, Castle, Freiburg agency, program chairman, presented the recording, in which Mr. Nightingale discusses 13 steps to riches (these being whatever the particular person wishes to attain) as the principles developed by Napoleon Hill.

Donald B. Thomas, Equitable Life of Iowa, association president; Donald J. Robertson, Mr. Hobbs, Carl C. Colvin and Robert A. Godman, all of Metropolitan, were elected delegates to attend the midyear meeting of the state association being held in Peoria Nov. 4.

Twin City (Minnesota) Home Office Underwriters Clubs' first meeting of the season featured an address by Chas. Barney, underwriting vice-president of American United Life, on financial underwriting.

"New signed sages climate can do a major you have backs y sonally. Raymor dent in ing to th

Here is c how the prestige climate requests young p tinguish pany ha million b as doctor public re year, this more tha 1959 alone million c How c sales? Th of Nylc a is distinc who are c pects for

XUM

Agents Advised To Take More Active Part In Fighting The Replacement Problem

Replacement problems, agency turnover, the importance of supervisors and merits of permanent, "unencumbered" life insurance, were the four subjects tackled by a panel of four prominent Chicago general agents at the October luncheon meeting of Chicago Life Agency Managers Assn.

Utilizing the luxurious quarters of the University Club, the meeting drew a sizable crowd—despite the awesome competition of the final game of the world's series. The faithful were rewarded, however, by an inning-by-inning report supplied by the club and relayed by Maturin B. Bay, Prudential, the association's president.

Ober Is Moderator

Robert F. Ober, North American Life of Toronto, was the moderator, and Daniel A. Kaufman, Northwestern Mutual Life; Freeman J. Wood, Lincoln National Life; Henry Hunken, Connecticut Mutual Life, and Earl M. Schwemm, Great-West Life, were panelists.

Mr. Kaufman said it is always "open season" on term; as it also is on permanent life insurance. He said agents should take a more active interest in this problem of replacements. One of his clients recently cancelled \$75,000 of permanent life insurance, purchasing from a broker a term policy. Mr. Kaufman wrote his president and that of the broker advising them of this transaction. The latter thereupon made the broker give the case up; he did, but complained to his lost client that his home office just didn't understand his "concept" of insurance.

Quoting another case, Mr. Kaufman said a doctor had replaced \$100,000 of insurance with two other companies. When contacted, the doctor said he had simply wanted "newer" policies.

His own brother had been approached by a man who described himself as a "specialist," Mr. Kaufman noted. This man advised his brother

to cash in all of his policies over 10 years old and purchase new ones.

The problem of replacements primarily stems from a failure to disclose vital statistics about those policies currently in force, the speaker said. Agents must set up some ground rules and make sure they're followed.

Mr. Wood noted that during the past decade company field forces had increased 70% and the in force total had increased some 254%. These are happy statistics. But they are not the whole story.

Many "outsiders" are moving into the business, Mr. Wood stated, and he showed and quoted some stock market advertisements. These stressed the retirement angle and suggested the best way to achieve an early and satisfactory retirement was through the purchase of stocks. Mr. Wood said a slogan for this type of thinking might be "Buy term and lose the difference."

The caliber of men in the business must be improved. Mr. Wood said his own agency had had good results by hiring only those men who had come from personal contacts. No men were acquired through newspaper advertisements or employment agencies.

Lists Qualifications

The men he hires must be fully educated, have drive, enjoy a present market, and possess the ability to maintain that market, Mr. Wood stated. Further, the entire agency must approve of the man; he must be a man one is not ashamed to go to lunch with. His home environment must be good; not only is his wife talked to, but also his sisters, brothers, friends, etc.

After all this is satisfactory, one further test must be passed by the prospective new man—a professional selector must approve of the man. This test takes about half a day, costs around \$80, and is essential, Mr. Wood opined.

He concluded by saying that a good

At the October meeting of Life Agency Managers Assn. of Chicago: Robert F. Ober, North American Life of Toronto; Director Joseph S. Gerber, of Illinois, and Maturin B. Bay, Prudential.



agency force reduces supervision, since good men do not need supervision.

Mr. Hunken said one hears a good deal about general agents—their hiring and firing—but not enough about supervisors. These are an important, but often neglected, segment of an agency. They should be given every opportunity for advancement.

Should Take Best Job

However, Mr. Hunken said, if a supervisor has a better job offered him, he definitely should take it. But if so, talk to the general agent about it. He told of one of his own supervisors who had been offered a better job. He advised Mr. Hunken of this, Mr. Hunken agreed that it was a better job, and wished him well. This is the way to do it, the speaker said—above board and nothing sneaky.

Mr. Schwemm said agents should be entirely sold on the merits of permanent life insurance no matter what shape the national economy may be in. He is not against other forms of investments per se, but only when they are urged as a substitute for permanent life insurance.

The speaker said other forms of investment often use the slogans of life insurance without its guarantees. He quoted an advertisement which advised the reader to buy stocks to send junior to college. Mr. Schwemm asked how this would be possible if the breadwinner died tomorrow.

Life insurance is a unique investment, different from all other forms, he said. The agent must resist classifying life insurance with any form of investment. There is no need to apologize to those people who insist on crying out against high interest rates—everything else has gone up, and most of it much higher, in terms of percentage.

Create Favorable Climate

Selling is primarily a matter of creating a favorable mental climate, Mr. Schwemm suggested. And while the temporary license fight seems to be a "lost cause," the agent should fight as hard as he can for higher educational standards for prospective agents.

Director Gerber was on hand and made a few remarks. He noted that an unfair practices act was put through in the last session. He said this was a good thing, but that he is against too much regulation. He agreed with Mr. Schwemm that higher educational standards for new agents were a must and that only the agents themselves can get this passed. They must continue fighting for favorable legislation and the best place to be in any such case is always within the individual associations.

A special feature of the meeting was the distribution to members of General Agents & Managers Conference's new Statement of Principles. This document replaces the Conference's Code of Ethics and was very well received by those in attendance.

Summer Sales Drive Of Manhattan Life Totals \$64,680,626 Paid-For

For the third successive time in Manhattan Life's annual Fordyce summer sales campaign, the field force bettered \$60 million of paid-for business, with a total in June, July and August of \$64,680,626. Julian Barton, Beverly Hills, won three awards for first in ordinary volume nationally and in the western territory, and for first place in ordinary lives nationally.

Harold L. Regenstein, New York, won the plaque for national leadership in pension trust volume and Basil Anderman, Los Angeles, led in group life sales.

The Grosten agency, Los Angeles, won four plaques for first nationally in ordinary volume; group life volume; pension trust volume and for leading in ordinary in division 1. The Gilbert agency, Jamaica, N.Y., received the plaque for second nationally in ordinary and the Ranni agency, New York, took the award for second in group life of the 100.

Leaders in general agents personal production were Jack W. Gillespie, Memphis, ordinary volume; D. W. Read, Jackson, Miss., ordinary lives; Clarence Spencer, Trenton, pension trusts, and Orlando A. Corini, New Rochelle, N.Y., group life.

Harmelin Is Speaker At N. Y. C. Supervisors Lunch

How disability insurance can be used in the business buy and sell agreement was discussed by William Harmelin, supervisor of Continental Assurance at New York at the regular monthly luncheon of New York City Life Underwriters Assn.

Mr. Harmelin's talk, a very comprehensive treatment of the use of disability coverage as a companion to life insurance in the buy and sell agreement, is necessarily a long one because of the complicated nature of its subject. Mr. Harmelin has given the talk on several occasions throughout the country, and it is testimony to his listeners' interest in the subject that, when time ran out for him during this meeting, they voted to have him return for a future meeting to finish it in greater detail.

Mr. Harmelin was recently the speaker at a meeting of Life Underwriters Assn. of the Bahamas, and while in Nassau was also a speaker at the annual convention of Southwest Life.

Commerce Declares 11.7% Dividend

Commerce of Chicago has declared an 11.7% dividend on its "President's Participating Investment Plan," a special policy. The company is also increasing to 4½% the guaranteed interest rate on all dividends, contract coupons and advance deposits left with the company.

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NQA WINNERS

"Quality" has been our goal since organization. We congratulate our winners of the coveted National Quality Award honor.

SIXTEEN YEARS

Finck Dorman

Nate Kaufman

FIFTEEN YEARS

Jim Fusco

Ernest Herzog

E. T. Russell

FOURTEEN YEARS

Francis Davis

D. R. Johnson

THIRTEEN YEARS

Louis M. Carr

ELEVEN YEARS

E. K. Druart

Russell Farmer

C. B. Ingram, Jr.

A. R. Meyer

TEN YEARS

Harry Fleenor

Curt McClelland

Ken Sheppard

NINE YEARS

M. A. Kennedy

A. M. Klinefelter

D. E. Plunkitt

E. Lowell Rife

EIGHT YEARS

J. H. Ardrey, Jr.

John Botti

R. A. Mitchell

W. H. Plymate

V. C. Reed

W. E. Rogers

SEVEN YEARS

Guy Fairfield

W. Art Long

SIX YEARS

James B. Lee

Joe Rowekamp

M. J. Shanley

FIVE YEARS

H. O. Dean

M. E. Race

Ruth Russell

R. J. Schwab

David Gallagher

FOUR YEARS

Gene Tharpe

Marion Henry

J. Ronald Scharer

Lloyd Sellers

THREE YEARS

Edward Biering

Harold Howenstine

Glen Macaux

Gordon Meisner

Hayden Parker

Jack Peckinpaugh

TWO YEARS

Richard Carey

Louis O. Carr

ONE YEAR

Gene Bennett

Carroll Bryant

C. J. Hynes

Charles Keaton, Jr.

Carl Luken

Noel Manning

Everett May

W. R. Neis

F. J. O'Leary

Robert Stallard

John Simms, Jr.

David Stine

Ken Urso

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Indianapolis Life

INSURANCE COMPANY

A Mutual Company • Founded 1905 • Indianapolis 7, Indiana

OPPORTUNITIES in Colo., Conn., Fla., Ill., Ind., Ia., Ky., Mich., Minn., Mo., Neb., N.D., Ohio, Pa., S.D., Tenn., Tex., W. Va., Wis.



Pryor Would Like To See Newton ALC Talk Put Out As Pamphlet

The talk that Blake T. Newton Jr., executive vice-president of Institute of Life Insurance, gave before the Agency Selection during the recent annual meeting of American Life Convention in Chicago "could well be the basis of a special pamphlet, printed by NALU and distributed to the home office executives," according to William H. Pryor, Connecticut Mutual Life, Wauwatosa, Wis., former chairman of the NALU agents' activities and field practices committees and long a wheelhorse in the Milwaukee, Wisconsin and national associations.

Mr. Newton's talk, printed almost in full in THE NATIONAL UNDERWRITER of Oct. 15, made a strong case for the need of conditioning the public by all available means to a more favorable attitude toward the agent, instead of having so much of this function to the agent himself.

Concerning the course suggested by Mr. Newton, Mr. Pryor wrote THE NATIONAL UNDERWRITER: "If the companies would recognize that this is probably the soundest approach to the solution of all the troubles between home office and field forces, we would have no problems such as those that have caused so much loss of time and words and understanding over the past several years."

Officers Of NALU Unit On Membership Named

Philip A. Hoche, Kansas City Life, Orlando, Fla., has again been named chairman of NALU's membership committee. Mr. Hoche was chairman of the 1959-1960 committee, which brought NALU to a record level of nearly 80,000 members.

Vice-chairmen of the membership committee are NALU Trustee William H. Gatling, Jefferson Standard, Norfolk, and Harry R. Pinney, Bankers Life of Nebraska, Oakland, Cal.

This year, in order to achieve greater geographic equalization, NALU's membership drive will be based on 12 areas, instead of 10 as in past years. Assuming area leadership are:

Area I (Florida, Georgia, Puerto Rico and South Carolina), Willis H. Parker, Independent Life & Accident,

Jacksonville, Fla.; area II (Delaware, District of Columbia, Maryland, North Carolina, Virginia and West Virginia), Paul J. Murphy, Baltimore Life, Baltimore; area III (Connecticut, New Jersey, New York and Pennsylvania), Arthur R. Kapner, Connecticut Mutual Life, Albany; area IV (Maine, Massachusetts, New Hampshire, Rhode Island and Vermont), Thomas K. Egan, John Hancock, Rutland, Vt.; area V (Illinois, Indiana, Michigan and Ohio), Frank W. Howland, Massachusetts Mutual, Detroit and area VI (Alabama, Kentucky, Mississippi, and Tennessee), Robert S. Clayton, Liberty National, Mobile.

Also, area VII (Arkansas, Louisiana, Oklahoma and Texas), Clyde A. Connaughton, Metropolitan Life, Shreveport, La.; area VIII (Iowa, Kansas, Missouri and Nebraska), Thomas V. Fitzgerald, New York Life, Clayton, Mo.; area IX (Minnesota, North Dakota, South Dakota and Wisconsin), J. Peter Devine, Occidental of California, St. Paul; area X (Colorado, New Mexico, Utah and Wyoming); Ralph J. Hill, Beneficial Life, Salt Lake City; area XI (Arizona, California, Hawaii and Nevada), Earle L. Patten, New England Life, Fresno, Cal.; and area XII (Alaska, Idaho, Montana, Oregon and Washington), Robert F. Merz, Manhattan Life, Spokane.

In charge of membership liaison with the NALU committee of women underwriters is Ethel Karene, Union Central Life, New York.

Old Republic Life of Chicago in the nine months ended Sept. 30 had sales of \$2,144,053,393. This was 11% more than the \$1,925,063,852 written for the same period in 1959.

NEW UP-TO-DATE HANDBOOK OF MICHIGAN

A new Underwriters Handbook of Michigan has just been published by The National Underwriter Co. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance in this state. Copies of the new Michigan Handbook may be obtained from The National Underwriter Co., at 420 East Fourth Street, Cincinnati 2, Ohio. Price \$12.50 each.

Chicago Life Assn. Takes Strong Stand On Standard Oil Plan

Standard Oil's credit card travel accident insurance plan has now acquired another severe critic in Chicago Assn. of Life Underwriters, which has a membership of more than 2,000 and is the second largest life association in the country, being exceeded in size only by New York.

Primary Objection Told

The primary objection by the association is that it feels the selling of insurance by mail is aid service to the customer. The association contends that the public is being deprived of the professional services of the life agent; the buyer cannot get the proper advice on the cover, or the limits or what they mean. The buyer usually cannot tell if the price is right or if the coverage fits in with what he needs or if it is coordinated and integrated with his other coverages. These thoughts were incorporated in letters to Standard Oil and Bankers L.&C., the underwriting company.

The initial move by the association is in the form of a broadside type reproduction mailed to the members containing copies of all correspondence between the association board, Standard Oil and Bankers L.&C.

Following explanatory remarks, the message with the broadside reads: "... Frankly, we don't feel that the replies have answered our questions. A letter has been written to Bankers L.&C. under date of Oct. 5, and we are awaiting their reply. Your association feels that the merchandising of travel accident insurance by Standard Oil is an unjustified and unwarranted invasion into the proper field of the life underwriter."

Two Questions Asked

Two of the questions which the association asked the oil company and the insurance company are: "Who is the licensed agent of record in connection with each purchase of a disservice policy?" and "To whom will commissions on each policy be paid?" The association board feels that the replies from Standard Oil have sidestepped a direct answer by referring the life agents to Bankers L.&C.

one of the
best
and
one of the
busiest

Comparable year-to-date figures continue to show that Central Life's sales consistently run well ahead of the life insurance industry as a whole. There are several reasons why this is so—and Central Life agents agree that an important one is true graduated premium on all plans (except single premium). The quantity discount idea, first introduced in the United States by Central Life in 1955, is another example of the sales-minded leadership that's making "One of the Best" one of the busiest, too!

Central Life

ASSURANCE COMPANY, DES MOINES 6, IOWA
Progressive and competitive, yes . . . but not

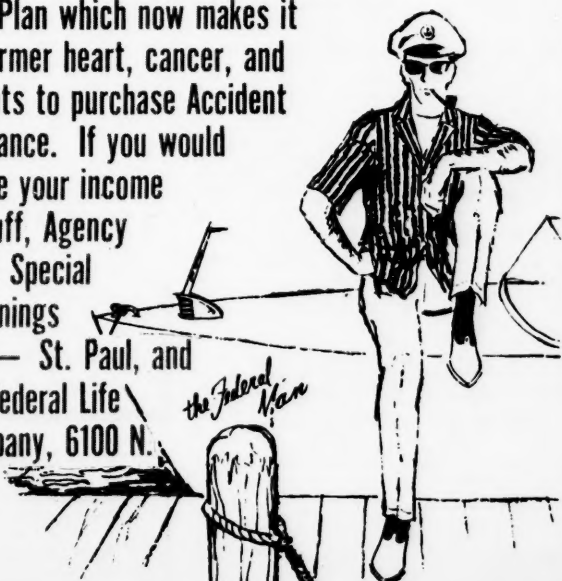
at the expense of financial security

ASSETS	\$175 Million
SURPLUS	\$14½ Million
INSURANCE IN FORCE	\$620 Million

The Federal Man has increased his income with the recent addition of the new Federal Life

Qualified Risk Plan which now makes it possible for former heart, cancer, and diabetic patients to purchase Accident & Health Insurance. If you would like to increase your income

write Emery Huff, Agency Vice President. Special managerial openings in Minneapolis — St. Paul, and Kansas City. Federal Life Insurance Company, 6100 N. Cicero Avenue, Chicago 46, Illinois.



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Says Doctors Should Not Be Made Scapegoats In Medical Care Abuses

When the money to pay bills for health care does not come directly from the patient's pocket but from an insurer, the patient is willing to pay a higher fee, and the type of doctor who is not bound by "ground rules" goes the limit, in the view of Dr. Frederic E. Elliott of Brooklyn, N.Y. Dr. Elliott was chairman of the committee which

formulated article 13A of the New York workmen's compensation law to correct WC abuses and which developed the state insurance code section 9C, dealing with voluntary doctor care coverage.

Dr. Elliott believes that there is a certain percentage of undisciplined persons—patients or doctors—who fog

the climate of medical care insurance. They provide a bad example for still others who are tempted to "get away with excessive fees."

Look At Others' Conduct

Before the doctor is cast in the role of a villain, it might be well to survey the conduct of others, particularly insurers, with respect to their motives, their contracts and their methods, he said. The idea that doctors can and will police badly drawn contracts to protect the interests of insurers will never come up to expectations. Polic-

ing is not a part of the doctors' practice. If pressed for opinion or interpretation of a contract, he will invariably side with his patient. This is a general instinct when the interests of an individual and a corporation are in conflict.

There was a time when the quality of doctor care varied within the different environments of practice, but this is no longer true, in Dr. Elliott's view. Modern medical education and training have become standardized, and the same need is met with the same knowledge and skill everywhere, subject only to the difference inherent in individual abilities.

Specific Contracts

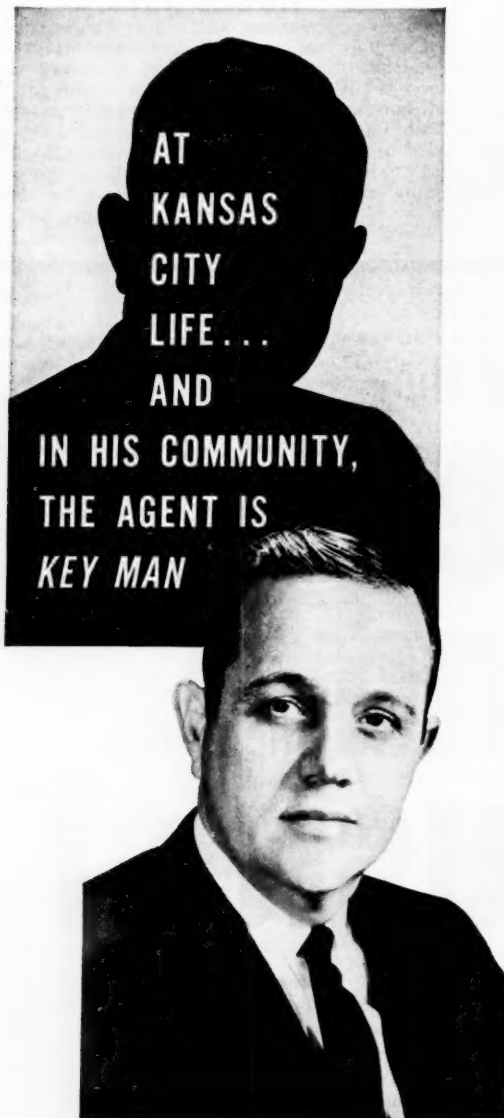
Standard nomenclature now makes possible the identification of a service which provides for further progress in the specification of "insured benefits." The more specific and the less vague the terms of contract, the less opportunity for abuse, he noted.

Dr. Elliott thinks the day is past when doctor-care contracts should contain coinsurance and deductible clauses. They are unnecessary to control honest persons, and they will not restrain others.

The major medical contract is another misadventure, in Dr. Elliott's opinion. If contracts are written to look like Christmas trees, loaded with gifts, it must be expected that they will be raided by patients and the doctors. These contracts are gilt-edged invitations for claims implying that even ordinary care is unusual and properly entitled to extraordinary benefits.

Up to the present, A&S and similar contracts have undertaken the impossible task of providing a doctor-care contract which is not susceptible to abuse. Too many think that doctors

(CONTINUED ON PAGE 18)



Charles F. Fox of Charleston, West Virginia has found "At Kansas City Life, the Agent is Key Man."

MR. FOX is a member of Kansas City Life's President's Club, having qualified every year since his discharge from the Armed Forces in 1945. He has been Company leader two years in paid premiums and two years in average size sale. The National Quality Award has been his eleven times, and he is a Life and Qualifying member of the Million Dollar Round Table.

His is a family of agents for Kansas City Life in West Virginia. The late W. L. Fox, his father, was a Kansas City Life agent from July 1, 1926 until his death on August 2, 1953. His brother, W. L. Fox, Jr., and his sister, Mrs. Alice K. Bruner, are currently members of Kansas City Life's President's Club.

At Charleston, West Virginia, his many civic activities have made Charles F. Fox a "Key Man" in his community as well as at Kansas City Life.

We salute this man and his family who have proved once again that "At Kansas City Life, the Agent is Key Man."



KANSAS CITY LIFE INSURANCE COMPANY

Home Office/Broadway at Armour/Kansas City, Mo.
Represented in 41 States and the District of Columbia

Mo. Fraternal Congress Elects Mrs. Thurman President At Annual

ST. LOUIS—Mrs. Etta S. Thurman, Supreme Forest Woodman Circle, Richmond, was elected president Missouri Fraternal Congress at its annual meeting here.

Other new officers are Miss Ann Kampman, Catholic Knights of America, St. Louis, 1st vice-president; R. J. Hanneman, Aid Assn. for Lutherans, Florissant, 2nd vice-president; M. Naomi Brownstone, Woman's Benevolent Assn., 3rd vice-president; Earle Kuehner, Woodmen of the World of Omaha, St. Louis, 4th vice-president; Cecil Rauh, Aid Assn. for Lutherans, Perryville, treasurer, and Louis Frayling, Woodmen of the World of Omaha, Kansas City, captain of the guard.

Next year's meeting will be held in Jefferson City, Oct. 20-22.

A Service Guide

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The Equitable Life of Robert E. Bowlus in Baton Rouge, La.



Bob Bowlus, CLU, has a lot of interests—including wife Martha, daughter Ann, steak and outdoor cooking. (Son Bill, 8 months, is shown below with the maid.)



When the YMCA became obsolete, he helped to raise \$1,200,000 for a new one. Serves on Chamber of Commerce committees. And is a Kiwanian, privileged member status.



Home was built in 1947, a year after he joined the Paul J. Gelpi Agency of New Orleans. He has been adding extensions (and clients) ever since. Sales activities include Group Business, Pension Trusts, Assured Home Ownership, and Salary Savings.



He served on the committee which built this New Trinity Episcopal Church. Headed an 11-parish drive for Radio Free Europe. Works with the United Givers Fund.



He sells, too. Here, with employees of an Equitable group client, Bob looks at a Baton Rouge oil refinery. Many of Bob's clients are men who serve side by side with him on community projects.

A Man's Prestige somehow goes hand in hand with the prestige of the company he represents. This is why Bob is proud to be a life underwriter for Equitable. It is a full life. And a rewarding one. **Living Insurance is more than a need... It's a career!**

THE Equitable

LIFE ASSURANCE SOCIETY OF THE UNITED STATES

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Challenge Deduction Of A&S Cover On Worker-Stockholder

The deduction as a business expense of premiums paid by a corporation on disability income policies for the benefit of employees who are also stockholders has been disallowed by an internal revenue auditor in a case in Columbus, Ind. The auditor has further treated the premiums paid as a dividend distribution to the employee-

stockholders, thus creating a double taxation situation.

The coverage consisted of two \$400 a month disability income policies on two brothers, principal stockholders in a small corporation. The policies carry a rider providing \$30 a day hospitalization benefit and \$5,000 accidental death. The corporation paid the premiums. The benefits are payable direct to the stockholder employees. Only that portion of the premium for the health insurance coverage was deducted as a business expense, the additional premium for the accidental

death benefit was not deducted.

The corporation has filed an appeal but is undecided how far it will carry it in view of the fact that the total tax involved over a three-year period disallowed amounts to only \$1,000.

Indianapolis tax men and company officials are following the case closely. R. W. Osler, president Underwriters National, observed that it is common to cite revenue ruling 58-90, IRB 1958-11, 12 as authority for the deduction of such premiums; "however, what is often overlooked is that the example used in this ruling stipulates that the employee is not a stockholder.

"It is also argued that the Casale case establishes a principle on which deductibility of such premiums can be based, and, more recently, Ernest, Holderman, and Collet (19 TCM 42) has been cited as applying. However, neither of these is a case in exact point, and no one has been able to give me one that is. Therefore, if the Columbus case is litigated, it will be important.

"Meanwhile, I wouldn't allow a client to deduct such premiums—as I know many good agents advise—with-out at least warning him that he may have to fight IRS over it. It's possible he can win the case; but until someone wins one and the commissioner acquiesces, the safer plan in employee-stockholder situations is to increase the employee's salary so he can carry the coverage himself. When he does, he can also deduct all benefits paid, not just \$100 a week. Depending on tax brackets involved, this may be a better 'break' than deducting the premiums anyway."

Bennington Is Speaker At D. C. Life Agents Meeting

The life insurance industry, particularly the life agents in it, constitutes a mainstay of the American way of life, George A. Bennington III, vice-president of Penn Mutual Life, said at a luncheon of District of Columbia Life Underwriters Assn.

Agents, Mr. Bennington said, have no 8-hour day, no 40-hour week. They are presented with a "tremendous challenge," and yet a "wonderful opportunity" to confront and oppose the idea of Americans getting "something for nothing" and facing up to the dangers of communism, fascism and socialism.

During the meeting, 17 members of the local association were presented with their CLU designations.

Aid Assn. For Lutherans Has New Juvenile Plan

Aid Association for Lutherans has introduced a new plan of juvenile insurance known as "Youth Expander Special." It is a permanent plan available to youths between ages 0 to 10. The initial amount is \$2,500, which increases to \$5,000 from ages 16 through 21, and to \$10,000 thereafter. The initial premium is \$11, with increases at ages 16, 22, and 27. Insured may begin paying the ultimate gross premiums anytime between ages 22-27.

Describes HIC Activities

Vernon Fyke, assistant vice-president Postal Life & Casualty, spoke of the activities of the Missouri committee of Health Insurance Council at the October meeting of Life, Accident, Health & Hospitalization Service Assn. of Kansas City. W. J. Miller, counsel Security Benefit Life, described the activities of the Kansas Health Insurance Council.

The meeting was presided over by Robert Crosswhite of Old Security Life.

Stricter Standards Needed In Selecting Agents: Williams

A plea for closer attention to the problems of agents was voiced by



Frank O. H. Williams

Frank O. H. Williams, senior vice president of Connecticut General Life, before the Agency Section of the American Life Convention at the annual meeting in Chicago.

"Accolades and acclaim are insufficient," he said. "When they are earned, they are motivating and useful, but cannot be substituted for doing the management job."

Although much has been accomplished in recruiting new agents, "there has not been enough in the way of encouragement of demands from top level for finding and attracting better agents," he said. "The addition of one good man enhances the stature of all good agents; the failure of one man who never belonged in the business is a severe blow to the prestige of all who do."

What is needed is top-level responsibility for the adoption of standards so rigid and stringent that a man is hired only if there is a preponderance of evidence favoring his chances for success.

"However," Mr. Williams said, "before there can be high standards for agents, there have to be higher standards for the men who select them. We need more and better general agents and managers. Is it not true that there has been too much substitution of potential promise for proven performance in appointing field management? Have we not too frequently substituted hope for judgment?"

Mr. Williams also called for more direction from the top in evolving realistic career for the agent. Poor training, poor supervision, ineffective plans and procedures "also have led to the tolling of the bells for many men passing into the oblivion of 'has-been,'" he said.

"The responsibility for making sure that an agent is effective in front of people rests squarely in the lap of the home office," said Mr. Williams. "The responsibility can be discharged only by the selection of strong field management, by setting standards and insisting that these be lived up to."

Mr. Williams told the meeting that there are not enough good agents today. The distribution and number of agents in the United States roughly parallels that of medical doctors.

"There is a much-discussed shortage of doctors," he said. "There is not much-discussed shortage of good agents. Perhaps that is the one reason why one out of every three Americans has no legal reserve life insurance at all."

New Officers At San Antonio

W. G. Noble, American General Life is the new president of San Antonio Assn. of Life Underwriters, succeeding Forbes Wood, who has become the president of Tower Life. Robert S. Hemmick, Massachusetts Mutual, is vice-president; Maxwell M. Herbert, Texas Life, 2nd vice-president; Robert R. Arbogust, Prudential, secretary, and Gilbert C. Langholz, John Hancock, treasurer.

EVEN IF YOUR CLIENTS ARE OVER 100...

*They're Not Too Old for
Guardian's NC-23
Hospitalization Plan!*

One month after we passed our 100th Birthday, we issued our new NC-23 Senior Hospital and Surgical Expense Policy to three women* older than The Guardian! That's dramatic proof of our "no age limit" policy on this pace-setting plan.

NC-23 is the plan your over-60 clients need. It is the only Senior Hospitalization Plan with all these features:

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It's the policy with many exclusives, few exclusions. Choice of three benefit plans.

For more information, call or write your Guardian Manager for a copy of PUBLICATION 482.

*Names on request

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OF AMERICA**

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Defends Wise Use Of Term Against Permanent Cash Value Enthusiasts

Intelligent use of term insurance is defended in a circular letter to the field force of American Bankers Life of Miami, signed by Donald J. Wellenkamp, supervisor of field service. Says Mr. Wellenkamp:

Periodically over the years there appears to be a crusade against term insurance. A group dedicated to permanent cash value policies whips itself into a froth every so often and saturates the atmosphere with speeches and articles expounding the evils of term insurance. Seldom is heard a word in defense of the level term policy.

D. J. Wellenkamp

What's so wrong with term, I humbly ask?

If this kind of coverage were not in the public interest, I have enough faith

in the industry to believe that all major life insurance companies would not have the plan in their rate books.

Not Cheating Clients

You have not cheated your client when you sell him a term policy. He is getting his money's worth. Being neither an actuary nor a mathemati-

cian, I can only guess that any two policies in a rate book are probably mathematically equivalent—for their rates are based on the same mortality table and the same interest assumption. And they certainly will do the job for which they were designed.

Insufficient Income

Granted most folks would like to accumulate a fat cash value. But some simply do not have sufficient income to own enough permanent insurance to cover their needs. Suppose a 35-year-old business man needs \$30,000

of protection but can only put a couple of hundred dollars a year into a life insurance policy right now. He can cover the situation with 10-year term. For the same premium he could buy only \$10,000 whole life. Would our dedicated permanent-plan friends insist on selling whole life to this man?

This is not to be construed as encouragement to write term. Let's sell intelligently, and don't be afraid of term in those cases where it is called for. Use the permanent plans where they fit the situation, and sell term where it is needed.



Northwestern Mutual Sets Records In First 9 Months

A new nine-month sales record of \$659 million was reported by President Donald C. Slichter, of Northwestern Mutual Life at the quarterly meeting of trustees. The former nine-month high of \$640 million was set last year and 1960 sales top it by 3.01%. September sales of \$70.3 million are 8.4% above last year's September.

New investments for the first nine months include \$137.7 million in mortgage loans and real estate and \$77.5 million in securities, and are producing an average gross yield of 5.87%, up from the comparable 1959 high of 5.46. "Contrary to the opinion held by many that the demand for housing funds is off," Mr. Slichter noted, "we have experienced a continuing demand for them."

He also commented that the 1960 rate of return on Northwestern's total investments is approaching 4.25% which should net over 3.7% after taxes. Total income for the nine-month period stood at \$446.4 million, up \$19.2 million from a year ago.

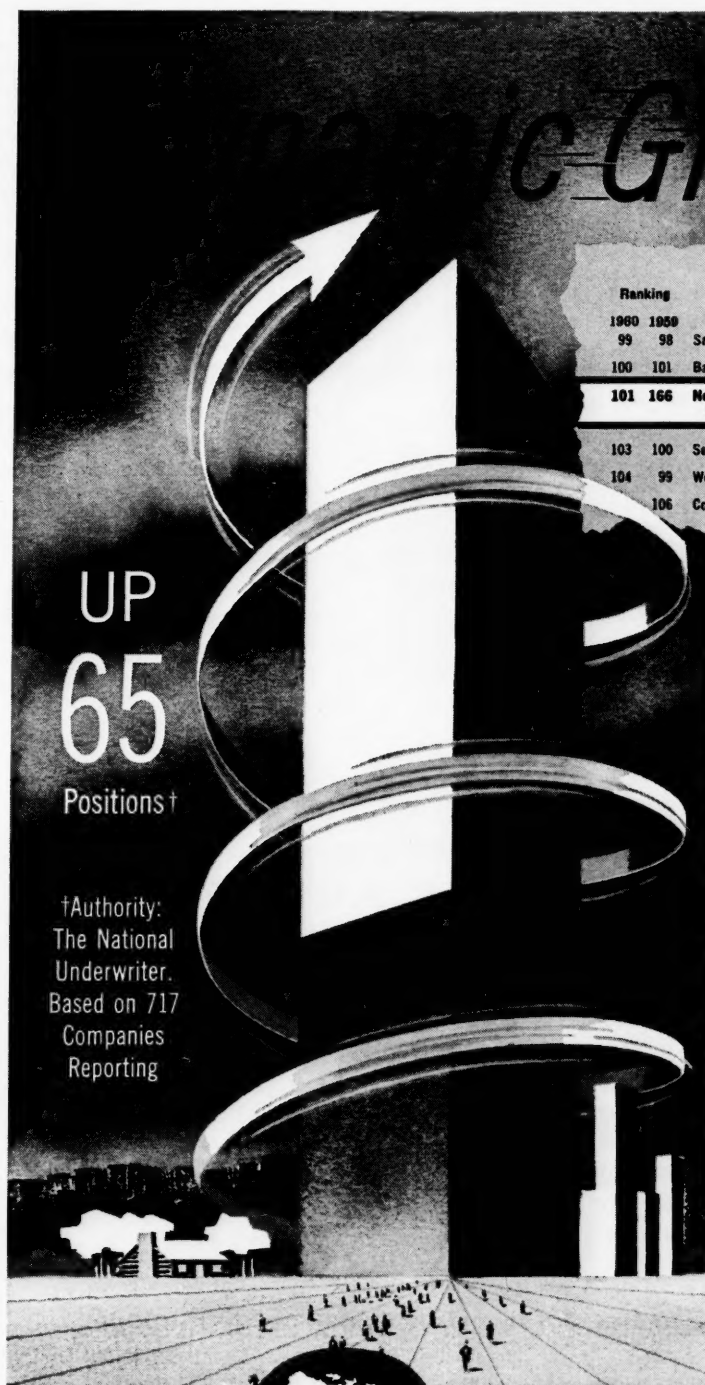
Insurance in force as of Sept. 30 totaled \$10.29 billion, up 5.5% in 12 months. The average size of new policies sold in the first nine months was \$11,697.

Occidental Of California Has 3rd Quarter Gain

Occidental Life of California's sales of individual and group life for the first three quarters of 1960 are 9% ahead of the same period last year. Group life sales recorded the greatest gains, up 39%, while individual sales increased 2%.

Total sales on Sept. 30 were \$1,460,223,238, an increase of \$126,383,314. Individual sales were \$1,088,431,323, up \$22,057,237. Group sales were \$371,791,915, an advance of \$104,326,077. Individual A&S premiums were \$6,106,680, up \$898,488.

American Life of New York has reduced premium rates on its yearly renewable, five-year and 10-year term plans. Depending on the plan and issue age, the reductions range from 8% to 17%.



†Authority:
The National
Underwriter.
Based on 717
Companies
Reporting

Report from Chicago . . .

Growth...

Ranking	Company	Total Insurance In Force \$
1960 1959		
99 98	Savings Bank, Mass. Group	54,490,686
100 101	Bankers Life, Neb.	673,840,980
101 166	North Amer. Co. for L. A. & H. Group	58,654,521
		673,410,739
103 100	Group Security L. & A., Colo.	367,489,000
104 99	West Coast, Cal. Group	247,991,502
106 106	Columbian Natl., Mass. Industrial Group	363,667,415
		11,966
		225,273,071
		658,193,838
		654,903,068
		646,979,435


Growth and progress . . . dramatically portrayed by The National Underwriter's latest rankings of 717 companies—North American up 65 positions over the previous year!

This is a typical North American action story—a continued story. For instance: this year North American's Ordinary life sales (exclusive of group or re-insurance) were up 250% over the first four months of 1959.

At North American *Total-Quality** has been fused with modern professionally tested *total-merchandising*. Together they command the authority that wins sales for North American fieldmen.

Whatever the aim may be in life—or A&H sales—The North American's positive performance spells success!

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Operating in 48 states and District of Columbia Now over \$700,000,000 in force

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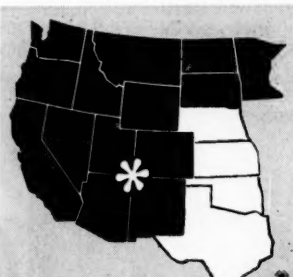


With a proven sales record, and if living in one of the Provident States*, we may have just the opportunity you are looking for.

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BISMARCK, NORTH DAKOTA

Chicago CLUs, Life Association Meet



Sixteen new CLUs were awarded their designation at the annual joint meeting of Chicago CLU chapter and Chicago Assn. of Life Underwriters which drew about 400 persons. Also, 11 diplomas were awarded in agency management. Coy G. Eklund, vice-president and assistant to the president Equitable Society, was guest speaker. He is a CLU. Program chairmen were William D. Davidson, Equitable Society, and William McKechney, Northwestern Mutual Life, 1st vice-president of the Chicago association. Shown in photo are, from left, Odd Meyer Jr., Equitable Society, president Chicago CLU chapter; Mr. Eklund; Oliver R. Aspegren Jr., Ohio National Life, president Chicago Assn. of Life Underwriters; F. Vernon Rosenthal, assistant director of the Illinois department, and Joseph S. Gerber, director.

Wehr, Dunbar Will Be Speakers On Final Day Of LIAMA Annual Meet

Frederick L. Wehr, president of Monumental Life, will open the Thursday morning session of LIAMA's annual meeting in Chicago, Nov. 14-17. Mr. Wehr's speech is entitled "A President Looks at His Agency Investment."

George Dunbar, vice-president in charge of agencies for Mutual Life of Canada, will follow with a speech titled "What Price Progress," a discussion of Mutual Life of Canada's development program.

The final speaker of the morning will be Kenneth McFarland, educational consultant for General Motors. His speech, "Wake the Town and Tell the People," will close the meeting.

Transfer-For-Value Rule Is Criticized By W. J. Bowe

Federal tax laws, as they relate to life policies, were reviewed by William J. Bowe, tax counsel of State Farm Life, for the Legal Section of American Life Convention at the annual meeting.

Noting that proceeds of a life insurance contract are specifically exempt from income tax except where the policy was transferred for a valuable consideration, Mr. Bowe said Congress apparently felt that to the extent taxpayers speculated in life insurance contracts, any gains should be fully taxable. This rule, he commented, would make more sense if it were limited to cases where policies were acquired by persons without an insurable interest.

The transfer-for-value rule does not apply to newly-issued policies. Thus a father may apply for a policy on his son's life without fear of adverse tax consequences. Nor does the rule apply where an existing policy is transferred by gift. A son may gratuitously transfer an existing policy on his life to his father, but the father may not purchase an existing policy from his son without subjecting the proceeds, insofar as they represent gain, to income tax. "This can be an unhappy pitfall, since in many family situations policies will be sold rather than given, even though the motivation be love and affection," said Mr. Bowe.

Ga. International To Pay Service Fee To Brokers

Georgia International Life has inaugurated a policy of paying lifetime service fees on brokerage contracts at the rate of 2% on premiums paid after the regular renewal commission period. The service commissions will be paid only on brokerage contracts where earnings from first year commissions amount to \$500 in a preceding year.

ACTUARIES

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Our success has been achieved with our career men and women.

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In Force: \$357,405,420

Assets: \$107,284,880

Surplus: \$14,591,874

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Be A Business Man If The Goal Is Success In Business Insurance

"If you want to grow in the business insurance field you need to look, think, act and talk like a business man and that's not easy—it takes education," was the advice offered by Robert L. Woods, general agent of Massachusetts Mutual at Los Angeles, at the Boston CLU chapter conferment dinner in the Harvard Club. Mr. Woods is president of American Society of CLU.

Sixteen CLU designations were awarded during the meeting and three diplomas in agency management.

"Going to college does not necessarily make you educated, but it helps," Mr. Woods said. "Education is the ability to understand people and to get them to understand us. If you want to think like a business man, read the financial and editorial pages. Top business men do these things and how can you influence top business men if you don't know what they're thinking? Whatever your field, know how those who live in that field think and do—and that takes education."

Elmer L. Demarest, New York Life, president of the Boston chapter, was the toastmaster and made the CLU presentations.

Manufacturers Will Boost Dividend Scale, Jan. 1

Manufacturers Life has increased its dividend scale, effective Jan. 1. It is the eighth increase since 1951.

Manufacturers also increased from 3½% to 4% the interest rate to be paid in 1961 on dividends on deposit. Policy proceeds left with the company under settlement options with provision for surplus interest will also receive the new rate, provided they have been left on deposit for at least one year.

Arden To Be Speaker At N. Y. C. Supervisors Lunch

Merril P. Arden, general agent of National Life of Vermont at New York, will be the speaker at the luncheon of New York City Life Supervisors Assn. at the Brasserie Restaurant, Nov. 9.

Mr. Arden will discuss governmental and judicial positions on financed life insurance. Particular attention will be paid to recent Treasury Department action and court decisions which have adversely affected minimum deposit insurance and other financed contracts.

Examine Ill. Insurer

Illinois examination of Colonial Life, Health & Accident of Chicago, a small assessment legal reserve company, takes note of eight items which the company has informed Director Gerber have been corrected since the examination was completed. Observing that it is customary for the director to call attention of the officers to items needing correction, Mr. Gerber mentions:

The surplus of the company is insufficient to meet requirements of the Illinois insurance code and the deficiency must be repaired immediately. The company must install a subsidiary record of its securities.

The practice of retaining "huge sums of cash" in the office must be discontinued.

Immediate steps must be taken to see that the books of account are maintained in accordance with the insurance code.

The minutes of special or regular meetings of the directors must be re-

corded promptly in a minute book.

Failure to pay claims promptly upon receipt of proper proof of loss will not be permitted.

Must Be Increased

Statutory deposit is below the minimum requirement of the Illinois code and must be increased to the full amount at once.

The retention of life insurance must not exceed the limitations of the Illinois insurance code.

All of these matters have been corrected as of Oct. 21, the report states.

Fidelity & Guaranty Life To Begin Sale Of Policies Nov. 1

BALTIMORE—Fidelity & Guaranty Life, new member of the United States Fidelity & Guaranty group, will initiate the sale of policies Nov. 1 through U.S.F.&G. branches at Baltimore, Harrisburg and Indianapolis. It will sell through the parent companies' local agents.

The company will offer a broad portfolio of policies, including packaged

plans for homeowners and families, permanent and endowment plans, level term, business life insurance and special policies for juveniles. Many contracts will be oriented to the property insurance field. Up to Oct. 1, the company had been licensed in 34 states and the District of Columbia. By about Feb. 1, policies will be on sale at Pittsburgh, Richmond, Nashville, Memphis, Jacksonville, Miami, Oklahoma City and Denver.

Great National Life of Dallas has been admitted to New Mexico.

Why so many brokers prefer

THE V.V.P. PLAN *

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HEAD OFFICE - WINNIPEG, CANADA

Editorial Comment

The Foranders' 'Inching-Up' Strategy

The "inching-up" process which the followers of Rep. Forand are counting on to win their goals is clearly illustrated in the Public Welfare magazine article quoted in our issue of Oct. 15.

The author, Prof. Wilbur J. Cohen of the University of Michigan school of social work, deplors the fact that Congress this year rejected the social security approach for providing medical care and hospitalization for older persons and instead chose the public assistance method. But, he points out, "it should be recognized that this same experience occurred in 1950, when Congress rejected disability insurance and enacted disability assistance, only to make disability insurance the basic program in 1956."

In other words, let's not be discouraged, fellow Foranders, but keep pushing, and in one of these election years we'll get what we're after.

Prof. Cohen also speaks approvingly of the removal of the age-50 limitation on disability benefits in social security. Could any better tip-off be needed to the next move of the Foranders? We can already hear the drums beating for medical care and hospitalization, via social security, not just for the aged but for everybody.

Perhaps the most exasperating and ominous part of the Cohen article is where he implies that the opposition of the doctors, insurance companies and employers is flimsily based. Referring to the abolition of the age-50 disability limitation, he called it "ample testimony to the fact that each step in the evolution of social security legislation is won the hard way, over tremendous opposition and criticism. Then, when enacted, it eventually becomes part and parcel of the American way of life and accepted by most of those who originally opposed it."

This is about like saying that Russia's repressive rule of the Hungarians, though at first strenuously opposed, eventually became part and parcel of the Hungarian way of life and "accepted by most of those who originally opposed it." In neither the American nor the Hungarian example did the opponents have any choice but to knuckle

under. What did Prof. Cohen expect the doctors, insurers and employers to do after the legislation was enacted—storm the social security headquarters with home-made grenades?

Of course they "accepted" the change, in the sense that they stopped fighting against a fait accompli. But that's no sign they considered it to be any less ill-advised than when the battle was at its peak. If the Foranders and their fellows are using that kind of argument to persuade the public and Congress to ignore the arguments of the doctors, insurers and employers, there is clearly a need to tell the public and the congressmen that resignation to a situation that has passed the fighting stage should not be mistaken for approval. It was strictly a case of having to swallow a pill that tasted no better than anybody thought it would.

—R. B. M.

Personals

Leland F. Lyons, vice-president of New York Life, was the only life insurance executive from the United States to attend the first annual Pan American conference on sales management and marketing in Mexico City. The conference was sponsored by the Sales Executives Club of Mexico City and National Sales Executives International.

Frederic W. Ecker, chairman of Metropolitan Life, has been elected a director of American Cancer Society.

Mrs. Emma Lou Worthington, personnel manager Midland Mutual Life, has been elected Secretary of American Society for Personnel Administration. She has served for the past two years as chairman of the society's women-in-personnel committee and for the past year as president of Personnel Society of Columbus.

Sons of Norway will break ground next January for Norwegian Center in Minneapolis which will house, among other Norwegian and community organizations in the Twin Cities, the fraternal's new home office.

Deaths

KENNETH W. CRING, 60, vice-president and superintendent of agencies of Pacific National Life, died after a brief illness.

He began in the insurance business with the old Missouri State Life in 1920, later becoming district manager of John Hancock, state agent of Ohio National Life and general agent of Pacific National in 1937. He was elected to the board of Pacific National in 1946 and appointed vice-president in 1950. He was a past president of Utah Life Managers Assn.



Kenneth W. Cring

CHARLES D. DUNNE, 49, president Dunne Press of Louisville, died of a heart attack. He started his business career in 1928 as an agent of Inter-Southern Life, and later was assistant to the president of Equitable Life & Casualty before joining the Insurance Index in 1931 as associate editor. Subsequently he was executive vice-president, and in 1953 he was elected president. His father, James E. Dunne, is publisher of the Insurance Index.

ANGUS B. ROSBOROUGH, general agent of Massachusetts Mutual at Jacksonville for 22 years, died. He retired in August, but had continued with the agency as associate general agent until his death. He had been a member of Million Dollar Round Table, chairman of Florida Life Managers Assn. and president of Jacksonville Life Underwriters Assn. and of Estate Planning Council of Northeastern Florida. In 1950-51 he was president of Massachusetts Mutual's general agents association.

THOMAS SHALLCROSS Jr., a director of Fidelity Mutual Life since 1917, died. Mr. Shallcross retired several years ago as vice-president of Jackson Cross Co. and was a director of Philadelphia Land Title Bank and Centennial National Bank.

JAMES H. PRENTISS Sr., 87, a former vice-president of North American Life of Chicago and later a broker there died. He retired about 25 years ago. He was associated with J. H. McNamara, who was one of the founders of North American Life of Chicago in 1907. Mr. Prentiss joined the com-

pany at its onset as manager of Michigan. He was elected 2nd vice-president in 1910 and a year later became vice-president in charge of agencies, which post he retained until leaving the company in 1914 to open his own brokerage office. His son, James H. Prentiss Jr. is an agent of the Swanson agency, New England Life, Chicago.

C. BRAINERD METHENY, 71, general agent of Fidelity Mutual Life in Pittsburgh for many years and a past president of the Pittsburgh and Pennsylvania life underwriters associations and the Pittsburgh Life Managers Assn., died at Beaver Falls, Pa. He joined the Pittsburgh association in 1928, when he was in great demand as a speaker and was an accomplished sleight-of-hand performer. Before going into life insurance he was an athletic coach at Geneva College, Beaver Falls.

Richard Metheny, one of Mr. Metheny's three sons, is with his father's agency.



C. B. Metheny

Stocks

By H. W. Cornelius of Bacon, Whipple & Co.
135 S. La Salle St., Chicago, Oct. 25, 1960

	Bid	Ask
Aetna Life	79	80 1/2
American General	30 1/2	31
Beneficial Standard	13	14
Business Men's Assurance	39	40 1/2
Cal-Western States	47	48
Commonwealth Life	18 1/2	19 1/2
Connecticut General	379	385
Continental Assurance	156	160
Franklin Life	63	65
Great Southern Life	66	68
Gulf Life	16 1/2	17 1/2
Jefferson Standard	39	40 1/2
Liberty National Life	57 1/2	59
Life & Casualty	15 1/2	16 1/2
Life of Virginia	53	55
Lincoln National Life	196	200
National L. & A.	107	110
North American, Ill.	12 1/2	13
Ohio State Life	39 1/2	41
Old Line Life	60	63
Old Republic Life	18 1/2	19 1/2
Republic National Life	30	32
Southland Life	82	85
Southwestern Life	51	53
Travelers	83	84
United, Ill.	30	31 1/2
U. S. Life	38 1/2	40
Washington National	42	45
Wisconsin National Life	28	31

Conventions

Oct. 24-26, Health Insurance Assn., Individual Insurance Forum, Drake Hotel, Chicago.
Oct. 27-29, Midwest Management Conference, annual, French Lick, Indiana.
Nov. 2-4, Institute of Home Office Underwriters, annual, Statler Hotel, Washington, D. C.
Nov. 11, New York State Life Underwriters Assn., fall delegate meeting, Schine Inn, Massena.
Nov. 14-17, Life Insurance Agency Management Assn., annual, Edgewater Beach Hotel, Chicago.
Nov. 28-Dec. 2, National Assn. of Insurance Commissioners, regular meeting, Commodore Hotel, New York.
Dec. 12-13, Assn. of Life Insurance Counsel, annual, Waldorf-Astoria Hotel, New York.
Dec. 13, Institute of Life Insurance, annual, Waldorf-Astoria Hotel, New York.
Dec. 14-15, Life Insurance Assn., Waldorf-Astoria Hotel, New York.
Dec. 28-30, American Assn. of University Teachers of Insurance, annual, St. Louis.
1961
Feb. 13-15, Health Insurance Assn., group insurance forum, Biltmore Hotel, New York City.

THE NATIONAL UNDERWRITER

The National Weekly Newspaper
of Life and A&S Insurance



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HIA Individual Forum Hears About PR's Vital Importance

(CONTINUED FROM PAGE 1)

gestions regarding the often perplexing problem of the senior citizen were voiced from the podium.

The general attitude of the symposium members toward senior citizen coverage was summed up in Mr. Washburn's closing remarks when he said to his audience, "Come on in, the water's fine!"

He said when his company had unsatisfactory experience in general agency territory, it always examined claim ratios according to policyholder age. Mr. Washburn stated that in not one such analysis did the company find or has it since found that the over-age risks were responsible for the poor territorial experience. They were invariably giving better experience than the balance of the exposure. In most cases the experience would have been considered good, standing on its own feet. And this was from business which was not rated up because of age.

Don't Overstay in Hospital

Mr. Washburn said his company also noticed that "these older folks seemed to give us very complete and honest applications and didn't seem to overstay in the hospital very often." He said he wanted to make it clear that senior risk insurance isn't new to some companies and it has generally been at least as profitable as other hospital insurance for those who have been writing it.

Mr. Morrell, commenting on what senior citizen business has meant to his company, said there is a unique satisfaction when a public corporation can perform the dual task of substantially contributing to the solution of a massive community problem and at the same time look its stockholders in the face from a profit and loss standpoint.

Enough has already been accomplished, he said, to prove that the insurance companies can successfully tackle this great and corroding problem of how mothers and fathers will be cared for in their golden years—and who will pay the bills.

Mr. Morrell said the business should not fool itself, and warned that if the industry cannot absorb the volume demanded of it, then the alternative of the welfare state is that much nearer.

Stresses EDP Value

Mr. Ulfers said the senior citizen policies created in the 1940s by Mutual of Omaha, "have been successful for us." He stressed the value of electronic data processing machines in his company's senior security program. He said it was too early to evaluate the over-all experience of the program but the company is optimistic after its appraisal of the available facts.

He said that during the current program his company has issued over 300,000 policies to people over age 65. "The enrollment type, no-right-of-selection approach, promoted through our regular agency system on a nationwide basis, was the secret to the success we had," said Mr. Ulfers.

At least 288 voluntary health insuring organizations currently issue new individual hospital or surgical policies to persons 65 years of age or over. Ardell T. Everett, 2nd vice-president Prudential, told the first session.

These organizations include insurance companies, Blue Cross-Blue Shield plans and other insuring plans, Mr. Everett said, and he reported that:

—At least 51 companies offer individual health policies guaranteed renewable for lifetime, and that of these, some

at least 31 companies issue this lifetime protection to persons 65 or over.

—Several companies offer policies through a mass enrollment approach to all senior citizens regardless of medical history.

—At least 82 companies, which issue 90% of the group health insurance written by the business, and a number of other insuring organizations offer policies continuing coverage under group plans for retired employees.

—At least 214 insuring organizations give retirees the option to convert from their group plan to an individual policy.

Urges Action

Mr. Everett said the resolution of the health care problem of the aged will determine the ultimate solution of all health problems for all ages. He urged HIA's 267 member companies to become even more active in providing senior citizen coverage.

Mr. Everett said that health care has become a "very satisfactory" political action device. It is emotional in nature; it is hard to define; it is difficult to oppose; it draws a wide press. "We know that the welfare planners will be satisfied to start the legislation at any age, in any manner, in any amount. With them the foot-in-the-door concept is not just an adage; it is a realistic approach," he said.

In his keynote address, Millard Bartels, president HIA and chairman insurance executive committee Travelers, urged the health business to increase its interest in new areas and promote the development of needed health and medical care facilities.

Mr. Bartels said the industry must become identified with an interest in the health and medical care of the people. It should manifest by what it does and what it says a genuine regard for the good health of the country's citizens.

Promotion of the development of health and medical care facilities would include hospitals, skilled nursing homes, home care programs, nurses, homemakers, chronic illness facilities, geriatric facilities, diagnostic and rehabilitation opportunities, mental illness facilities, clinics and other categories, he said.

Mr. Bartels said better nursing home facilities for long-term care of the aged has been called the most urgent health care need before the nation today. This is an area, he said, where doctors, hospitals and health insurers should work together with the proper kind of representation of the nursing home business.

Could Be Helpful

Under some conditions "we could be helpful in providing nursing home care in conjunction with a hospital, possibly with the help of federal funds . . . in other areas it might be wise to participate in financing expansion of this service in coordination with the provisions of the small business loan program," Mr. Bartels stated.

Several companies have taken constructive action in the rehabilitation field, restoring disabled human beings to a satisfactory and useful life, but there is a crying need for more of this throughout the country.

Mr. Bartels said the health insurance business had experienced quite a storm in the past year in which "our accomplishments have been glorified by some and discounted by others." He reported that some 130 million Americans—73% of the civilian population—now have some kind of medical expense insur-

ance, and that during 1959 nearly \$5.2 billion in health insurance benefits were distributed.

Warning that business growth alone is not enough, Mr. Bartels declared: "Our companies must be regarded not only as mechanisms to spread the cost of medical care but also as motivators of improvement in health. Our business must wear a mantle of humanity. This is the kind of business which the American people will not want to extinguish in favor of government monopoly."

The Tuesday morning session consisted of a symposium on substandard. Byron S. Davis, State Mutual Life, presided, and those contributing to the subject included Charles N. Walker, Lincoln National Life; Peter J. Burns, New York Life, and Rodney U. Clark, Paul Revere Life.

Stresses Underwriting Importance

Mr. Clark's aspect of the problem was the riskiest—prognostication. He predicted that the success or failure of a company's substandard program will ultimately depend upon the quality of its underwriting.

Groping their way into this field will reveal certain factors to companies—and what they learn may well be far different from what they have been expecting, Mr. Clark said.

A greater pooling of experience will occur. This pooling, however, must always be critically judged, as such results are not invariably reliable because of the variance of policies from company to company.

Mr. Clark said to look for a good deal of "expertising"—and especially from the six-month experts. It will take a good deal longer than six months to develop any really valuable information, he stated.

Danger To Small Companies

There is especial danger to the smaller companies in this field of substandard risks. They must be wary that they do not venture out into waters best traversed only by larger companies. Large companies have sufficient reserves to get them out of difficulties smaller companies would be paying for for many years to come.

Noncancellable substandard policies are not for the smaller company. Such companies need the non-renewable feature to relieve them of difficult cases, Mr. Clark suggested.

Extra-premium policies would seem to be preferable to waiver endorsement policies, he said and concluded by stating only a dreamer could believe that substandard policies are the entire answer to writing everybody, since the extra premium needed to safely underwrite certain risks would be far too exorbitant.

Mr. Walker discussed the actuarial considerations in a substandard program. He said the problem seemed to break down into four main areas: Nature of the risk; premium calculations; evaluating the risk, and the statistical program.

It is important to remember that the underwriting aspects on the accident side and the sickness side are not always equal, he said. Some applicants make better sickness risks; some better accident risks—in other words, a man with two legs is going to be able to dodge taxis a good deal easier than a man with only one leg. Rating formulae, therefore, must be extremely flexible.

Mr. Burns said he thought there were many more companies writing substandard than the publicity would

suggest. He said the declination cases at his own company were reduced after agents were properly informed as to exactly what the substandard risk consisted of. The original impression that "the lid was off," soon gave way to a good idea of what could be written and what could not.

Agents seem more receptive to the extra premium policies than to those with waiver endorsements, he said. It is far better to have full coverage, even if it does mean a bit more premium—especially from the selling side.

Group, Legislation On Agenda For N. Y. State Rally Nov. 11

Group insurance developments, the 1961 legislative program, and discussions of fraternal and savings bank life insurance are the key topics on the agenda for the annual fall delegate meeting of New York State Assn. of Life Underwriters.

The meeting, scheduled for Nov. 11 at the Schine Inn at Massena, N.Y., will also tackle the problems facing local associations in the field of membership, dues, programs, and coordination of activities.

The delegates will convene with their regional vice-presidents in seven workshops during the morning part of the program and exchange ideas on strengthening their local units as well as taking under consideration recommendations for statewide association action on problems affecting the industry. The presidential report will be delivered by Harry K. Gutmann, Mutual of New York, New York City, at the luncheon meeting, to which all agents are invited.

In the afternoon a general session will be held and the membership will review developments since the last meeting, in May, and formulate plans for the coming association year.

This year's meeting will continue to follow the format of "the workshop" sessions which have become a tradition of the state association, rather than meeting in "convention" as do other state and national professional and industry groups. The state association has found that in addition to its members being able to lend advice and knowledge to their fellow underwriters, the workshop format permits greater dissemination of information and a more aggressive and comprehensive program to be undertaken.

Mass. Mutual Employee Newspaper Wins 'Industry Magazine' Award

The weekly employee newspaper of Massachusetts Mutual has been selected to receive a 1960 award from Industry Magazine for its "contribution to wider understanding of public issues." Gerhardt M. Hoff, publications manager and editor of Massachusetts Mutual News, accepted the award on behalf of the company at the 45th annual meeting of Associated Industries of Massachusetts in Boston.

A petition has been filed in Cuyahoga county pleas court at Cleveland by Steven W. Kormendy against Hungarian Young Men & Ladies Society, asking the officers of that fraternal to execute a merger with Hungarian Reformed Federation of America. Mr. Kormendy said the membership of Hungarian Young Men & Ladies Society had voted for the merger but the officers had refused to act.

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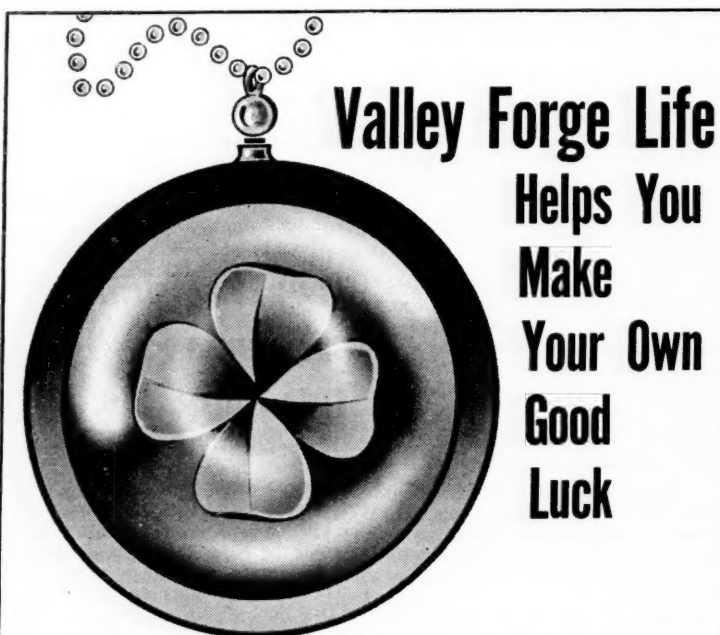
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59

Home Office Changes

Ohio National Life

Ferd B. Ensinger has been appointed director of recruiting. He has been with Northwestern Mutual as an agent at New York, and organizer and director of the college recruiting program. Since 1956, he has been with Northwestern as sales director at Boston.



F. B. Ensinger

Mr. Ensinger has also served as sales consultant and guest lecturer for several New England companies and has conducted courses at Northeastern University on principles of salesmanship.

Metropolitan Life

J. S. Burke, 3rd vice-president, has been placed in charge of the claims division, to succeed J. B. Northrop, who has retired. Mr. Burke joined the company in 1921 as a messenger in the ordinary department, becoming successively senior supervisor in the ordinary manager's office, associate manager of ordinary administration and assistant vice-president.

Lincoln National Life

Thomas Dyer and William Stinchcomb have been appointed assistant superintendents of agencies of Lincoln National Life. Mr. Dyer began in life insurance in 1954 and has been in agency posts in the home office and field. He is a CLU. Mr. Stinchcomb began with the company in South Bend, Ind., subsequently becoming manager at Aurora, Ill.

Republic National Life

J. C. Long has been appointed group division actuarial assistant. With the company since 1954, he was promoted to senior actuarial clerk in 1955 and transferred to the group department last year.

New York Life

S. C. Armour and Stearns MacNeil, staff assistants in the actuarial department, have been appointed administrative assistants.

J. F. McGovern, G. W. Mehrtens, Geraldine Oxley and E. J. Vansworth, electronics research supervising analysts and planners, have been named electronics assistants.

C. A. Schwab, insurance research supervisor, has been named research assistant.

F. L. Conant and J. H. Ellis, policy forms analysts in the actuarial department, have been named staff assistants.

A. F. Walter, actuarial assistant in the group department, and Paul Krenicky, assistant manager of the new business division, have been promoted, respectively, to assistant group actuary and executive assistant in the group department.

Ruth M. McGowan, research analyst in the insurance relations department, has been named an administrative assistant there, and R. H. Lautz, senior investment analyst, has been promoted to regional investment supervisor.

J. M. Gilmartin and R. R. Jones, supervisors of sales training, have been named managers in the marketing department, respectively, of training aids and of training courses.

P. M. McLarty, senior consultant in

the marketing department, has been named manager of sales publications. F. A. Ross, senior attorney in the office of the general counsel, has been promoted to counsel there.

M. W. Tyler and William Koenig, administrative assistants, have been promoted to executive assistants.

H. L. Boltson and R. T. Loukas, electronics research analysts, have been named staff assistants.

Harold Cherry, S. A. L'Abbate, R. L. Silverman and A. R. Sullivan, student actuaries, have been promoted to actuarial assistants. The first three are associates of the Society of Actuaries.

Pilot Life

Appointed management assistants in the management development program are Richard N. Cable, formerly with Metropolitan Life at Johnstown, Pa., and Ronald J. Glenn, who has been with Mutual Benefit Life at Dallas.

Northwestern National Life

Donald Feroe, a member of the policyholders' service department since 1956, has been advanced to assistant manager. James Hansen, unit supervisor in the same department since 1956, has been appointed section supervisor in charge of the correspondence, titles and settlements units.

Atlantic Life

Robert N. Chambers has been appointed head of the newly-created pension and profit sharing division. He has been with the multiple line agency, Garot-Christman, at Green Bay, Wis.

Ill. Mid-Continent

Albert W. Clutter, chairman, formerly with Sears, Roebuck & Co., has severed his connection with the company.

Colonial Life

G. H. Callahan, a partner with the Newark law firm of Consodine, Callahan & Farley, has been appointed assistant counsel.

Central National Life

J. W. Fickes has been appointed company actuary.

CENTRAL AMERICAN LIFE of Lubbock

has appointed Louis C. Halley vice-president and training director. He has been with Security Life & Accident as assistant agency vice-president in charge of training, has taught at the universities of Denver, Kansas and Illinois, written various texts on disability insurance and served as regional director and vice-president for Society of CLU. Fred Weidmann has been named director of agencies after six years with Prudential as special agent. William Webb has been appointed director of the company's new relations department.



L. C. Halley

UNITED MUTUAL LIFE of New York has named Charles Buchanan president.

LEAGUE LIFE of Detroit, controlled by Michigan Credit Union League and with approximately \$150 million in force, has named Robert E. Vander-

beek president. He joins League Life, which confines its writing to Michigan, after four years in Nationwide's group department.

APPALACHIAN NATIONAL LIFE has elected A. M. Shook III, vice-president of Shook & Fletcher Supply Co., Birmingham, Ala., a director.

PIEDMONT SOUTHERN LIFE—S. Russell McGee Jr. has been named associate vice-president and agencies director.

SOUTHERN STATES LIFE of Houston has named W. W. Long home office supervisor.

INVESTORS SYNDICATE LIFE—W. G. Clark, a vice-president of the company since its formation in 1957, has been named president.

Pacific Health Agents Meet At Portland, Ore.

The annual sales congress of Pacific Northwest Health Underwriters Assn. at Portland, Ore., attracted 200 agents.

Speakers were William B. Cornett, Prudential director of A&S; W. O. Manzelmann, sales director of North American Life, A&H; Robert K. Rolffness, Pacific Mutual, Seattle; Commissioner V. Dean Musser of Oregon; John F. Crozier, assistant vice-president Mutual Benefit H.&A., and F. Kenneth Stoakes, Loyal Protective, Los Angeles, president of International Assn. of Health Underwriters.

Gotham Group To Hear Wallace Of Home Life

The role of advertising, sales promotion and public relations in the recruiting of new agents will be the subject of the season's first luncheon meeting of Gotham Group of Life Insurance Advertisers Assn. The meeting is scheduled for Nov. 2 at Keen's Chophouse, New York City.

William B. Wallace, director of sales research and development of Home Life of New York, will be the speaker. A Million Dollar Round Table member from Washington, D. C., Mr. Wallace entered sales management in 1956 and in his present assignment is responsible for Home Life's recruiting program.

Mutual Trust's GAs Elect Carlson President

Mutual Trust Life's general agents' association elected Waldo Carlson, Iron Mountain, Mich., president at the annual meeting. Paul Jurnove, South Hempstead, N. Y., was named 1st vice-president; George Wemyss, Portland, Maine, 2nd vice-president, and Garnett Lentz, Hillsdale, Mich., secretary-treasurer.

Carl Hosman, Madison, Wis.; Berney Bergen, New York; Lester I. Lester, New York, and Mr. Carlson were named to the advisory committee.

Directors of the association are Richard Horan, Concord, N. H.; Harvey Smith, Ft. Plain, N. Y., and George Holgate, Eau Claire, Wis.

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Changes In The Field

Northwestern National

Three promotions have been made: H. L. Dalrymple, formerly a supervisor at Dallas, has been advanced to manager at Searcy, Ark.; R. B. Bell of the Black Hills, S. D. agency, has been named supervisor at Des Moines, and R. S. Brown, of the Fostoria, O., agency, has been appointed a supervisor at Columbus, O.

Life & Casualty

J. E. Satterwhite, staff manager at Richmond, Va., and G. R. Keen, former district manager at Tallahassee, who has been on a leave of absence, have been appointed district managers, respectively, at North Richmond and Petersburg, Va.

Phoenix Mutual Life

Harold F. Neaderhiser has been named manager at Davenport. He was a supervisor of Union Central Life at Wichita. Mr. Neaderhiser, a CLU, has been president of Kansas Leaders

Round Table, vice-president of Wichita Life Underwriters Assn. and a director of the Kansas CLU chapter.

Occidental Of California

John De Roos has been appointed assistant manager at San Francisco. He joined the company in January of this year after having been with State Mutual Life.

Group personnel changes: A. B. Shupps has been promoted to senior group service representative at Los Angeles; H. S. Wilmoth promoted to group sales representative at Pittsburgh; E. J. Brucchieri transferred from the group service office to the group sales office at Cleveland; A. E. Kerr appointed group sales trainee at Toronto and C. E. Bekeny appointed group service representative at Cleveland.

J. F. Whitten has been named general agent at Lufkin, Tex., after almost three years with Prudential there.

Neal Fitzpatrick has been named assistant manager at Hartford.

All American L. & C.



Glenn Tiffany

Glenn Tiffany has been appointed a general agent in Atlanta. He will also establish other agencies in central and northern Georgia and serve as agency director for Tennessee. Before going with the company he was a New England Life general agent and before that was assistant director of agencies. He is secretary of Atlanta Life Managers Club and a MDRT member.

D. L. Conkey has been appointed regional manager for the state of Washington. He was formerly agency vice-president of Farm & Home Life of Phoenix.

United Benefit Life

A. J. Shepherd has been named general agent at Cedar Rapids, Ia.,

Pension Sales Schools

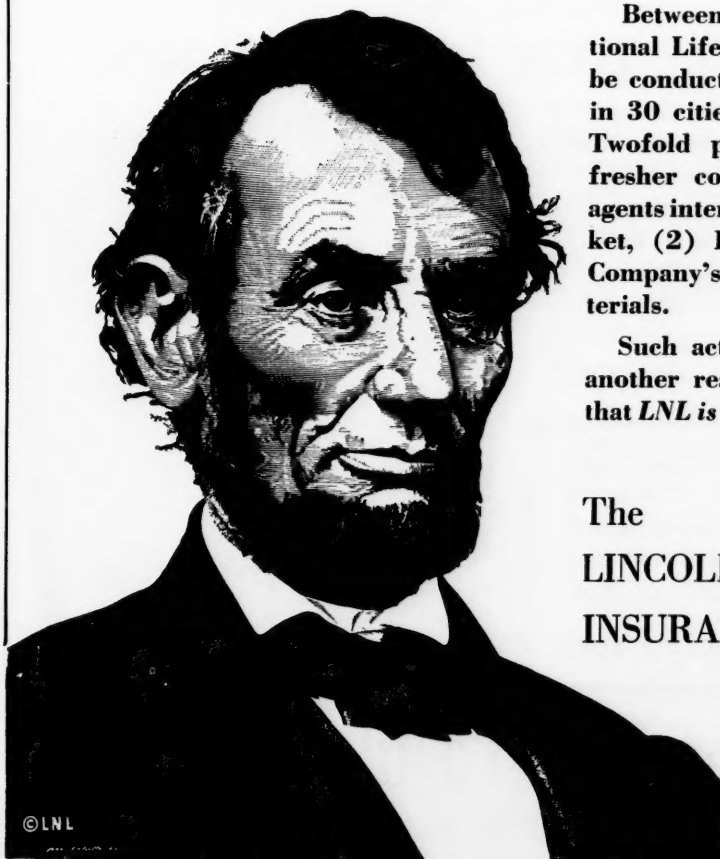
Between now and April, Lincoln National Life pension sales schools will be conducted by home office officials in 30 cities throughout the country. Twofold purpose: (1) Provide refresher course for all Lincoln Life agents interested in this profitable market, (2) Introduce and explain the Company's new pension sales materials.

Such activities and sales tools are another reason for our proud claim that LNL is geared to help its fieldmen.

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Dinkler-Jefferson Davis

IN NASHVILLE
Dinkler-Andrew Jackson

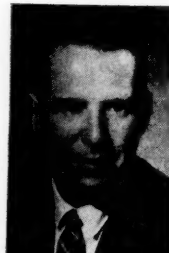
There's a Dinkler Motor Inn
IN ATLANTA
The Belvedere & Ice Rink



replacing Verdi F. Lenzen, who retires after 27 years with the company. Mr. Shepherd has been with the company since 1944.

A service office has been established at Cedar Rapids under the management of Richard McGlade, formerly assistant manager at the St. Louis service office.

Lincoln National Life



D. R. Miller Jr.

The company has named D. R. Miller Jr. general agent at Santa Barbara, Cal.

Berkshire Life

F. J. Short has been appointed supervisor of the Marshall agency at Brooklyn, N. Y. He has been with Aetna Life there.

General American Life

Pinnell-Schumacher agency in Sikeston, Mo., has been named a general agent there.

Union Mutual Life

F. J. Murphy has been appointed manager at Portland, Ore. A CLU, he was general agent for Loyal Protective Life, and before that, for Monarch Life.

Occidental Of Raleigh

Myles S. Eaton has been named manager at Miami.

Prudential

E. P. Jaffarian has been named manager at Eugene, Ore., succeeding Jack F. Calvin, who becomes manager at Phoenix. Mr. Jaffarian has been with the company since 1954.

California Life

P. W. Anderson has been named midwestern group sales manager at Chicago and H. G. Rotell regional director of agencies at Minneapolis.

Jefferson National Life

Three general agents have been appointed: J. M. Siegeski, Hazleton, Pa.; H. C. Evans, Bloomington, Ind., and T. E. Dwyer, West Palm Beach, Fla.

Standard Of Oregon

L. S. Torgeson has been appointed agency manager at Oakland, Cal.

Central National Life

C. L. Christensen has been named general agent at Little Falls, Minn.

Mutual Of New York

Robert E. Feldtkeller, former assistant manager at Los Angeles, has been appointed manager of the new agency at Whittier, Cal. He joined Mutual of New York in 1956 after two years with New York Life.

Roger K. Anton, who has been tak-



Robert E. Feldtkeller



Roger K. Anton

ing managerial training at the home office and before that was assistant manager at Newark, has been appointed manager of a new agency at Hayward, Cal., which opens Nov. 1. Before joining the company in 1957, he was with Monarch Life.

Mutual will open a military service office in Frankfurt, Germany, on Jan. 1. In charge of the office, the company's first in Europe since closing its London office 40 years ago, will be Donald H. Baumer, who has been with Massachusetts Mutual. He is a life and qualifying member of Million Dollar Round Table.

SOVEREIGN STATES of Nashville has appointed W. E. Corn of Spartanburg as South Carolina manager. He joined the company in 1958 and was its top producer in 1959.

LUTHERAN BROTHERHOOD—Norman G. Stordahl has been named general agent for the central Illinois area with offices at Normal. He has been with the fraternal since 1950.

SELECTIVE LIFE of Phoenix has named C. H. Symonds manager at San Antonio and T. V. Lynch manager at Phoenix.

Bowdring Heads Fund's Disability Unit In West

C. Joseph Bowdring has joined Fireman's Fund as manager of the western department disability division at Chicago. He has been manager of the Chicago A&S department of Continental Casualty.

Wins Pacific Fidelity Life Contest

Gordon K. Holcomb, Covina, Cal., agency was the winner of the annual month-long sales contest conducted by Pacific Fidelity Life. Grant Hancock, Culver City, Cal., was individual runner-up. Top agency was Covina, with San Jose second. Total new production in the contest was in excess of \$2 million.

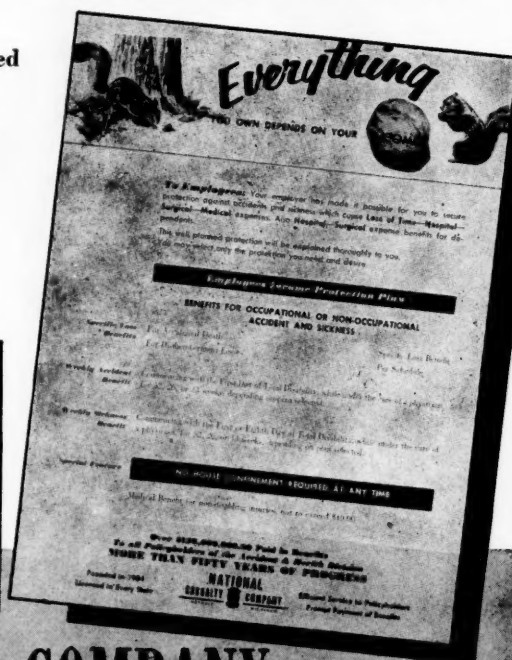
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NATIONAL CASUALTY COMPANY

DETROIT 26, MICHIGAN

Report Given On New York Regulation 39

(CONTINUED FROM PAGE 1)

who were in such low income tax brackets that the tax advantage was of little moment. Worse still, these buyers often failed to understand what a load of debt they were building up to carry a program that was really beyond their means.

Meetings On Legislation Set By Cal. Life Agents

Legislation to be proposed by California Assn. of Life Underwriters at the 1961 session of the legislature will be discussed next month when local life association presidents and legislative chairmen meet at workshops.

Northern and central California life agents will meet in San Francisco, Nov. 15, and southern California leaders will gather in Pasadena, Nov. 17. In addition to a full discussion of the state association's legislative package, half the day will be spent developing local "grass roots" plans to be implemented during the six-month session opening Jan. 2.

In addition to the association's legislative leaders, a number of legislators and legislative advocates from outside the insurance industry will participate in the programs. The Hilton Inn at San Francisco International Airport will be the scene of the first meeting. The Southern California session will be held at Eaton's Hotel.

United States Life Makes Two Underwriting Changes

United States Life has raised non-medical limits and boosted first-year commissions on its decreasing term mortgage life policies.

The increase in non-medical limits, the second such rise so far this year, this time is to a maximum of \$30,000 on both male and female lives.

First-year commission on the decreasing term mortgage plan, formerly 50%, will be figured at 55%.

There were many complaints that some sellers of minimum deposit plans were mercilessly twisting old policies, replacing them with financed insurance that was not to the long-term advantage of the buyer. As a result, the New York department held meetings with company and agent groups and then conducted a heavily attended public hearing.

Cites Discrimination

By holding that the special policies with the right to borrow at the time of sale discriminated against other policyholders in the same company, the department made it necessary for buyers to dig up the first payment from some other source than the policy itself. Some buyers borrowed on existing insurance. Many turned to banks and other sources of outside-the-industry money.

This meant that it had to be a sizable loan to interest these sources. According to John Hussey of Faber & Co., New York City, a leading firm of money brokers, his company's business has increased in the past year—and it was doing a large volume even before regulation 39 went into effect.

Big Upsurge In Sales

The big upsurge in the sale of financed life insurance is reported to be in the business insurance field, particularly among closely held corporations. The characteristic and chronic problem of these firms is adequate working capital to implement the expansion of business they know is to be had—if only they are equipped to take advantage of the opportunities.

The chance to buy life insurance on a financed basis and utilize the loan values of existing insurance—without dropping it—makes an attractive proposal. A large part of what makes it attractive is the so-called fifth dividend option. This permits the insured to keep up the full face amount of the new insurance, in spite of the loan against it, by using the dividend option

permitting the purchase of one-year term insurance, at very low rates, to cover the amount of the loan. For a good many years this is enough to maintain the amount of protection at no less than the face value of the policy.

Abuses No Longer A Big Problem

By no means all of the critics of financed insurance would concede that every sale of it that is made today is a wise buy for the policyholder, but at least the abuses that were making the whole subject a storm center a couple of years ago are no longer a problem

to the New York department.

One general agent who is very familiar with minimum deposit said he believes the reason the complaints have dropped off so abruptly is that many of the abuses were due to agents who had become specialists in selling minimum deposit plans and some of these specialists paid little attention to the buyer's real interests. This general agent said that in his opinion the financed insurance plan is being sold by many career agents but only as part of their kit of products—for use where appropriate and not otherwise.

"Hal, when you chose our reinsurer, you were on the soundest medical ground!"



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"Just take this Rating Manual they gave us. The most complete, authoritative life manual I've seen... like having the best informed GP at your side."

"Glad to hear it. Each of their ceding companies gets one, and I understand North American Re does a bang-up job of keeping the manual updated. Anything else impress you?"

"Yes—their medical underwriting capa-

bility is not only broad, but deep. After all, assessing unusual or combination risks is the toughest part of medical underwriting. Their staff and consultants are helpful to us because they're exposed to so many and varied substandard risks. For example, look at these papers published by North American Reassurance. They really know heart disease from the standpoint of insurability."

"I see what you mean. You know, I think their reinsurance services are what they are partly because that's the only business they're in... and I like that. By the way, I'd like to borrow these cardiovascular and coronary papers to read."

"O.K.—but I want them back for our medical library soon as you're done."



Right. These four papers, written in whole or in part by Dr. Harry E. Ungerleider, Consulting Medical Director of North American Reassurance Company, should be in the medical library of every life company.

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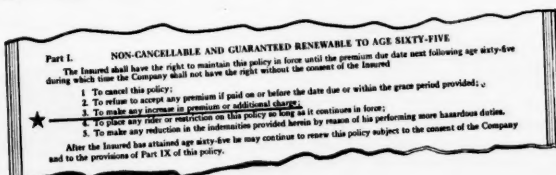
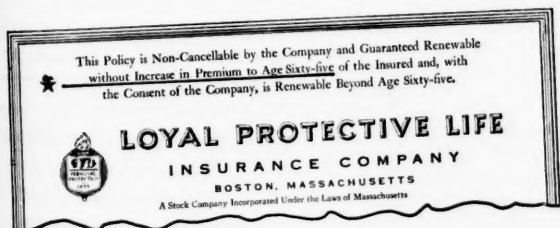
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BOSTON 15, MASSACHUSETTS



Says Doctors Should Not Be Scapegoats

(CONTINUED FROM PAGE 6)

should exterminate the bugs germinated in the insurer's contracts.

He thinks the closed panel type of insured medical care rests for its success upon self discipline, because the costs of abuses fall directly upon the participating doctors. Some of these groups are doing fairly good practice—within the limits of their several talents—with patients going elsewhere for special services and most major surgery. This plan cannot work on a scheme of universal application.

Far From Objective

When Blue Shield was launched it was with the idea that the scheduled allowances would relieve 70% of the subscribers of any supplemental payments for necessary care. Private A&S contracts aimed at some such ratio with their "indemnity" features. Neither program now comes even near that objective. When this type of coverage was inaugurated, the sponsors were thinking of help for the lower income groups. Today, he asserted, they are

all off the track, trying to provide major or extended benefits for the upper bracket incomes.

The present day buyers of health care insurance are coming to be more aware of the drains of those extra-fee costs. The public has become insurance conscious. Voluntary insurance has stymied the drift to socialized or state-monopoly in the health field for the time being, but hospital care costs are about to breach the dike. The public is now determined to have protection against the costs of needed care, and if the insurance business and the Blue plans cannot arrive at a program which the average citizen can afford, then private enterprise in the practice of medicine and in insurance may become obsolete.

Loaded Hospital Charges

Since doctors are being cited for over-utilization of hospital facilities and are being held indirectly responsible for the rise in Blue Cross rates, it is not out of place to raise a few questions regarding hospitals, Dr. El-

liott believes. He wonders why patients who are insured for costs of hospital care are taxed through the calculation of the per diem charge for education of nurses, interns and resident doctors; care of free patients in the out-patient clinics; part or all the cost of free ward patients; costs for new buildings or rehabilitation of property, and for research, if any.

These are community benefits and their costs should be paid out of general taxes, not from the pockets of sick or injured Blue Cross subscribers, Dr. Elliott maintains.

Within the past two or three decades, hospitals have been transformed from institutions dedicated to the relief of the ill and injured into institutions devoted to education, where patients become regarded as teaching material. The pedagog has superseded the authority of the physician. Doctors are rapidly becoming mere technicians with rapidly diminishing or minor authority over what goes on. Demands have even been made that an insured patient, admitted for private doctor care, shall become "material" for resident practice, with payment of the insurance allowances to the operating resident or intern.

One "teaching hospital" recently announced that it would have one intern or resident for each six patients. It takes a lot of "material" to keep such staffs actively engaged, Dr. Elliott observes.

Insurer Interests Oppose Auto Finance Restrictions

The board of commissioners of the District of Columbia has taken under consideration objections raised by insurance representatives at a recent hearing on a proposed regulation to impose requirements in connection with the financing of auto purchases. The regulation is scheduled for adoption Nov. 1.

Howard Starling, Washington representative of Assn. of Casualty & Surety Companies, objected to mandatory provisions of the regulation requiring dealers to have a surety bond of \$5,000. He suggested a choice between a bond and any other security.

Credit life and A&S representatives objected to restrictions upon or prohibition of inclusion of such coverage under finance charges. The commissioners heard arguments that credit A&S is of value to many car buyers, and that a ban on putting the coverage into a car finance contract would kill that type of business.

However, Milton D. Kormen, first assistant D.C. corporation counsel, said that buyers could purchase credit A&S on their own. He maintained that the regulation would permit credit life, but not credit A&S. The latter would be prohibited to protect the unwary from being "loaded up with every type of insurance conceivable at the highest rates obtainable."

B.M.A. Records Gain For Third Quarter

Written business of Business Men's Assurance during the third quarter brought the gain in life insurance sales for the first nine months to 7%. Sales for this period amounted to \$323,846,892, compared with \$302,687,336. New paid-for sales were \$21,160,000 higher than a year ago; at the end of the first half, the gain was \$10,575,000. Insurance in force Sept. 30 was \$1,887,918,230, a gain of \$152,929,081 for the nine months; a year earlier when the total was \$1,672,553,014, the gain was \$145,065,774.



ORGANIZED ACTIVITY

for Nalac field underwriters centers around the yearly Planning and Auditing Guide. Another good example of how North American sets the stage for *Confident Selling*.



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Over \$900 Millions of Life in force.

Dallas-Houston Phone Book

The Dallas-Houston Insurance Telephone Directory has been published by the National Underwriter Co. It has the names, addresses and telephone numbers of persons active in insurance in these two cities. Copies may be obtained for \$1 each from National Underwriter Co., 420 Fourth St., Cincinnati 2, Ohio.

Grant With Pacific National

In the Oct. 8 issue it was reported erroneously in the field changes that John T. Grant, Pacific Agency superintendent at Los Angeles, Continental Assurance, had retired. He has actually become vice-president and director of agencies of Pacific National Life. Mr. Grant is 41 years old.

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(CONTINUED FROM PAGE 2)

Conferences included Commissioner Howell of New Jersey; Richard B. Evans, Colonial Life president, who spoke at the dinner preceding the conference, and William M. Rees, senior vice-president of Federal Insurance Co. and a Colonial director, who represented Chubb & Son.

Prior to the general conference, a seminar for managers was conducted by Richard D. Nelson, executive vice-president and secretary.

John S. Thatcher, 2nd vice-president, discussed a simplification in company requirements for height on week-end premium juvenile applications.

Program Outlined

A simplified system of programming was outlined by Lorne S. Brown, 2nd vice-president, ordinary agencies. The system, in effect, pin-points the prospect's apparent need for coverage and shows him how much life insurance he should own to fulfill his family's needs.

Richard G. Mulholland, director of group sales, reviewed the progress of the group department, and was followed by a demonstration on proper group sales techniques, including presentation, meeting the competition and closing.

William G. Hetherington, news analyst and expert on United Nations affairs, discussed Premier Khrushchev's

recent visit to the UN and discounted the importance of the premier's threats before that world body.

Kenneth L. Anderson, vice-president and editor of R&R Service, honoring Colonial's National Quality Award winners, said that too much emphasis cannot be placed on quality business and praised those who earned the award as "the backbone" of the life insurance business.

Protective Life (Ala.) Names C. M. Barricklow Agency Vice-President

C. M. Barricklow, who was vice-president in charge of group insurance of

Business Men's Assurance since 1955, has been appointed agency vice-president of Protective Life of Alabama.

Mr. Barricklow entered the life insurance business with Business Men's in 1938. After 10 years as an agent and district supervisor at Ponca City, Okla., he was promoted to sales assistant in the home office agency department. He later became assistant to the vice-pres-



C. M. Barricklow

ident and then assistant vice-president for ordinary insurance.

He has served on the group committee of Health Insurance Assn. and on Health Insurance Council's group forum committees and its medical relations committee. He is a former vice-chairman of Missouri Health Insurance Council committee.

Education's Goals Are Outlined By Schriver At N.Y.C. CLU Lunch

The attainment of social efficiency is the real goal of education, Lester O. Schriver, executive vice-president of NALU, said at the conferment luncheon of the New York City CLU chapter. During the luncheon, CLU certificates were awarded to 84 New York City life agents and advanced diplomas in agency management were given to 14 chapter members.

Reminding his audience that their education gives them special responsibilities as teachers, Mr. Schriver said, "The informed underwriter teaches the art of saving and has the art of teaching men and women to assume individual responsibility."

Mr. Schriver listed seven primary goals of education—it should, he said, teach the fundamentals of economic life; include the cultivation of physical well-being; teach playing the game according to the rules; develop an appreciation of the beautiful; develop an "enthusiasm for this fragile thing we call democracy;" be built on a spiritual foundation, and cultivate an urge for greatness.

More than 350 people attended the luncheon.



James H. Brennan (right), who is retiring from active general agency responsibilities with Fidelity Mutual of Chicago, congratulates his successor, Daniel P. Kreer.

Mr. Brennan has been one of the most active and most popular personalities on the Chicago life insurance scene. He started in the business with Fidelity Mutual in 1924, and 11 years later was appointed general agent at Chicago. He has served as president of Chicago Assn. of Life Underwriters, secretary and treasurer of the state association and as president of Life Agency Managers of Chicago. He twice was president of the General Agents Assn. of Fidelity Mutual. He will continue his association with the Kreer agency as a personal producer.

Mr. Kreer joined the Brennan agency in 1946 and was made supervisor in 1953. His agency is taking larger space in the Chicago Title & Trust Building, 111 West Washington Street.

WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.
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Medium-large midwestern life company has excellent opportunity for a man knowledgeable in group life and pensions with ability and experience necessary to head and further develop the company's group and pension sales and service organization. Group and Pension department is relatively new but expanding rapidly. Give immediate reply stating full qualifications. Write Box U-34, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

ACTUARY

Are you interested in an actuarial career? Are you willing to qualify in the Society of Actuaries and the Casualty Actuarial Society? If so, an excellent opportunity is available in a large all-lines company which is seeking a young man for its rapidly growing actuarial department.

Answers confidential. Write, including details of education, experience, and professional progress to Box U-31, National Underwriter, 175 West Jackson Blvd., Chicago 4, Illinois.

GROUP PENSION SALES DEVELOPMENT

Ground floor opportunity by company entering group pension field for person experienced in field sales, development of pension plans, and preparation of proposals. Man selected will take complete responsibility for sales of group pensions. Reply to Secretary, Pensions, Phoenix Mutual Life Insurance Co., 79 Elm Street, Hartford 15, Connecticut.

HOME OFFICE UNDERWRITER

A medium-sized growing life company in desirable residential location in Ontario has an excellent position open as underwriter with supervisory opportunities. Would prefer man with approximately five years experience in life underwriting, who is looking for future opportunities for advancement. Good starting salary conditional on experience. Inquiries will be kept confidential and address to: Box U-33, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

FOR SALE: Large general insurance agency located in southeastern Wisconsin city of industry, trading center for dairy farmers and a resort center. Write Box U-29, National Underwriter 175 W. Jackson Blvd., Chicago 4, Illinois.

BRANCH MANAGER WANTED FOR TORONTO CANADA

Continental Assurance Company offers excellent opportunity for qualified person to head up Toronto office. This branch is developed but management is new position. Individual must have both brokerage and career experience with U.S. Company. Must be under 40. Will be housed in our new Canadian head office. Write particulars to:

H. S. Betts
Continental Assurance Co.
310 S. Michigan Ave.
Chicago, Illinois

Favor Keogh Bill Without Hobbles

(CONTINUED FROM PAGE 1)

there will be a bill or bills requiring careful consideration.

Of the legislation providing health care for the aged, Mr. Glenn said the recently enacted law is at least helpful to the extent that it will give time for further study and further evaluation divorced from the emotions of a presidential election year.

"We do not anticipate that this subject will be finally resolved early in the next Congress," he said. "Instead, it is more likely that further action in this field will await the political pressures of the next congressional election year, two years from now. The effect which the insurance business may have in preventing a harsh form of this legislation will stand or fall on our ability to demonstrate that we are in fact ever broadening our markets to include those in the older ages in our insured programs.

Too Early To Tell Effects

Of the O'Mahoney report, Mr. Glenn said it is too early to tell what its effects will be.

"Certainly some of its conclusions can be challenged," he said. "Nevertheless, the report raises questions which deserve careful study."

One effect, he predicted, will be that efforts to shore up state supervision will bring many regulatory proposals and present many difficulties for the industry.

Should Have Been 'McTaggart'

In reporting the retirement of Prudential's Hawaii manager, Glen A. McTaggart, in the Oct. 1, issue, his last name was inadvertently spelled "Taggart."

Members Of 6 Committees Named

(CONTINUED FROM PAGE 1)

Northwestern Mutual, Charlotte, N. C. By-laws—Walter N. Hiller, Penn Mutual, Chicago, chairman.

Insignia—Roy D. Simon, Penn Mutual, Chicago, chairman.

Membership—Daniel H. Coakley, New York Life, Boston, chairman.

Public relations—Alfred S. Howes, Connecticut Mutual, New York City, chairman.

Working Since Early Summer

MDRT Chairman James B. Irvine Jr., National Life of Vermont, Chattanooga, said the program committee has been working since early summer, evaluating members' reaction to the 1960 annual meeting, making preliminary suggestions for subjects and speakers and preparing a suggested calendar of events for the 1961 annual meeting, to be held at the Americana Hotel, Bal Harbour, Fla., June 25-29. The committee is meeting this weekend at Chicago to work out final plans for the 1961 meeting program.

The nominating committee will meet concurrently with the program committee to begin selection of nominees for the 1962 MDRT executive committee and the board of the Million Dollar Round Table Foundation. While the primary function of the nominating committee is to select a slate, its members will assist the program committee as ex-officio members.

The by-laws committee will meet Sunday and Monday at Chicago.

Mr. Howes, as public relations chairman, will assist the program committee in an advisory capacity during the Chicago meeting.

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INSURANCE COMPANY, NEWARK NEW JERSEY

LIFE

Satisfaction, Success, and Prestige Attract MBL General Agents' Sons to Life Insurance

Six sons of successful Mutual Benefit Life general agents have followed in their fathers' footsteps for a career in life insurance.

A survey of the six young men showed that satisfaction in being able to help people solve their problems, to have professional status, to be self-employed, and quality of salesmanship were the leading reasons for entering life insurance.

Most interesting is the fact that the father-son teams are from different parts of the country.

For All These Reasons

Charles L. Doane, Jr., son of Omaha general agent Charles L. Doane, CLU, had three reasons for selecting a career in life insurance. They included professional prestige, ability to help people, and that his income would depend on his willingness to work.



Charles L. Doane, Jr.



A. J. Lewallen, Jr.

The son of Miami general agent Alfred J. Lewallen, CLU, A. John Lewallen, Jr., chose a career in life insurance because of the prestige and a deep conviction about the importance of the job.

Melvyn J. Huber, assistant general agent of the Solomon Huber-New York general agency, and son of Solomon Huber, credits the knowledge that he could help people solve their problems, and make a good living doing it, plus the chance to train and develop good men, as the motivation behind his choice of a life insurance career.



Melvyn J. Huber



Bill Robbins

Bill Robbins, son of Lexington general agent Earl G. Robbins, chose a life insurance career because of the satisfaction his father derives from the business and from working with people.

The son of Hempstead general agent Victor R. Goldberg, CLU, Bernard E. Goldberg, was influenced by the fine examples of insurance men he saw so frequently, plus the desire to enter a profession in which he could help others and earn a good income.



Bernard E. Goldberg

Gerald E. Youngman, son of New York general agent Arthur V. Youngman, entered life insurance because of his father's love for the business, and salesmanship.



Gerald E. Youngman

NEW MBL FIELD ADVISORY COUNCIL TO PROMOTE LIAISON, UNDERSTANDING

Mutual Benefit Life Insurance Company announces the formation of a new Field Advisory Council to replace its Agents Advisory Committee and provide more sales assistance.

The new group will represent full-time agents, and by means of an improved format, election procedures and objectives, is designed to promote more effective liaison and communication between Mutual Benefit Life's home office and the field. It will provide a means for the agent to express his opinions, and to channel ideas, questions, recommendations and problems from the field to the Home Office. Among its additional objectives, the Council will aid creatively in sales and merchandising, consider agents' special problems, enhance the independent contractor status of the full-time career underwriter and typify the professional career concepts of life underwriting which are ingrained in the history of the Mutual Benefit field force.

**And a High Average Sale —
\$15,459.00**

In the Annual Report to Policyholders last year, Mutual Benefit Life reported that the average MBL policy purchased in that year was \$15,459.00.



FROM A GROCERY STORE TO "OFFICE OF THE YEAR"

When the Mutual Benefit Life Insurance Company was founded in 1845 by Robert L. Patterson, and a lawyer, tallow chandler, carriage manufacturer and several merchants, they held many of their early meetings in the back room of a New-ark grocery store.

Today the MBL Home Office is a twenty-story tower of white limestone and blue-green glass. At the top, day and night, "Mutual Benefit Life" shines in twelve-foot stainless steel letters. Completed in 1957, the modern structure was honored with the national "Office of the Year" award, with a commendation for the way it combines efficiency and economy with beauty and dignity.

Mutual Benefit Life Has 10.16% Of Agents in MDRT

Ranks 4th Among All Companies

The high caliber of Mutual Benefit Life representatives was once again recognized with the current tally of Million Dollar Round Table memberships.

156 Mutual Benefit Life agents hold Life and/or Qualifying membership in the national Million Dollar Round Table. This represents over 10% of the MBL field force.

131 Mutual Benefit Life field men — 8.5% of the entire field force — are Qualifying members.

High National Membership

In the entire country, including all companies, there is a total of 3,040 Million Dollar Round Table Life and/or Qualifying members — of which MBL members represent 5%. Coincidentally, Mutual Benefit Life, which is the fourth oldest life insurance company in the country, last year ranked fourth in Million Dollar Round Table Memberships.

In Mutual Benefit Life's own Million Club, there are 90 members who each wrote a million dollars or more Mutual Benefit Life business last year.